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A content analysis of black female athletes and white female athletes in sports magazines

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A Content Analysis of Black Female Athletes and White Female Athletes in Sports Magazines

by

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A CONTENT ANALYSIS OF BLACK FEMALE ATHLETES AND WHITE FEMALE ATHLETES IN SPORTS MAGAZINES

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Abstract

Literature suggests that female athletes receive less coverage in media than male athletes and that representation more often focuses on femininity than athleticism. Yet factors other than gender may influence media representation. Race and gender of target readers may impact representation of female athletes. This study reports the results of a content analysis of representations of white and black female athletes in 92 magazines. Representations of black female and white female athletes in *Sports Illustrated, Sports Illustrated for Women* and *Her Sports* from two different time periods, 2000-2002 and 2004-2008, were compared. Results reveal that the race of the female athlete and the gender of the reading audience affect the depiction of the athlete as primarily athletic or feminine.

Keywords: Female athlete, Race, Magazine Images, Content Analysis, Representation

After the passage of Title IX, as part of the Education Amendment in 1972, the number of girls in high school and college participating in sports increased from 294,015 in 1972 (Blumenthal, 2005) to 3,120,526 in 2007 (National Women's Law Center Webpage: http://www.nwlc.org/display.cfm?section=athletics). While Title IX provided opportunities for women to participate on the playing fields, female athlete representation throughout media is still lacking. Two conclusions are supported by the literature: (1) female athletes receive much less coverage in the media than male athletes, and (2) most media coverage has failed to represent female athletes as athletic, and focuses on their femininity (Smith, 2006). One explanation for the lack of female coverage is the fact that professional sports have been predominantly a male field, one in which females don't belong. Previous studies have found that female athletes tend to receive less coverage than their male counterparts in newspapers such as the *New York Times* (Eastman & Billings, 2000); less coverage on sports shows, such as *SportsCenter* (Adams & Tuggle, 2004); and less coverage in sports magazines, such as *Sports Illustrated* (Thomsen, Bower & Barnes, 2004). Some researchers have replicated studies of the Olympic Game television coverage from different years and found that female athletes in televised coverage of the Olympic Games receive less coverage for team sports, which are characterized as more aggressive and masculine (Higgs & Weiller, 1994; Higgs, Weiller & Martin, 2003; Weiller, Higgs & Greenleaf, 2004). Most of the coverage of female athletes in the Olympics focused on more feminine, individual sports such as gymnastics and swimming and diving, sports that were "acceptable" activities in which a female could compete, within traditional social standards that women were not supposed to partake in sports concerned with physical strength (Twin, 1979). Higgs et al. (2003) found that

commentators and camera shots tended to feminize the female athletes focusing on their beauty, emotion, or weakness, thus objectifying the athlete as an image to be gazed upon, while maintaining the concept that female athletes are inferior, or weaker, than male athletes.

While past research has compared male and female athletes and the amount and quality of coverage within media, one medium, magazines, has generated additional research questions concerning audience. Researchers have tried to separate the reading audiences of sports magazines by gender. Sports magazines have had the opportunity to create content targeting gender specific audiences, providing the reader with stories and images of athletes predominantly of their own gender. The quantity and quality of female coverage in magazines may reflect editorial decisions based on target audiences.

Gender is not the only characteristic that may impact the portrayal of athletes within sports magazines. The race of an athlete may also determine the amount and type of coverage that she receives in the media. White female athletes tend to receive more coverage in socially acceptable female sports such as gymnastics, while black female athletes are shown predominantly in powerful, aggressive sports such as boxing (Hardin, Dodd, Chance, & Walsdorf, 2004). The stereotypical portrayal of blacks as more physical than intellectual reinforces the perception that it is socially acceptable behavior for black women to partake in aggressive sports (Carty, 2005).

The present study compares the images, captions, and story titles accompanying the images of female athletes in a sports magazine aimed at male viewers, *Sports Illustrated* and sports magazines aimed at targeting female viewers, *Sports Illustrated for Women* and *Her Sports.* The focus of this project is to determine whether there is a difference in the way that

black female athletes and white female athletes are portrayed in a sports magazine specifically targeted for male readers compared to those magazines targeted specifically for female readers. The study compares white female athletic images to black female athletic images in all three magazines and analyzes how each race is depicted in the images and text to determine whether or not race impacts the representation of female athletes within the magazines. Representations of female athletes in *Sports Illustrated*, targeted for male readers, are compared with representations of female athletes in two magazines targeted for women, *Sports Illustrated for Women* and *Her Sports*. While sports magazines that are targeted primarily at female readers are rare, past issues of *Sports Illustrated for Women* that were produced and circulated from 2000-2002 provide a few years of female athletic images for analysis, combined with representations from a current magazine, *Her Sports,* from 2004-2008. Female athlete images in these magazines targeted for female readers are compared to female athletic images in sports magazines targeting male readers in the past and in contemporary times.

Specifically, the present study addresses five research questions:

(1) What is the difference in quantity of photographic images representing female athletes of different races in *Sports Illustrated* (2000-2002), in *Sports Illustrated for Women* (2000-2002), in *Sports Illustrated* (2004-2008) and *Her Sports* (2004-2008)?

(2) What differences are there in the photographic images and their accompanying titles and captions between races in *Sports Illustrated* (2000-02) and *Sports Illustrated for Women* (2000-2002)?

(3) What differences are there in the photographic images and their accompanying titles and

captions between races in *Sports Illustrated* (2004-08) and *Her Sports* (2004-2008)?

(4) What differences in quality are there in the way white female athletes are portrayed in photographic images and their accompanying captions and titles in *Sports Illustrated* as opposed to *Sports Illustrated for Women* and *Her Sports*?

(5) What differences are there in the way black female athletes are portrayed in photographic images and text captions and titles in *Sports Illustrated* compared to *Sports Illustrated for Women* and *Her Sports*?

Rationale

The purpose of this study is to find out if there is a significant difference in the way that female athletes are pictured in sports magazines targeting male viewers, compared to sports magazines targeting female viewers based on the athlete's race. An earlier research paper found that white female athletes were presented in sexual poses within male-specific magazines and captured athletically in female-specific magazines; the opposite held true for black female athletes (Wade, 2007). That research was limited in that it was an interpretive study of specific female athletic images selected for critique and rhetorical analysis. In order to test the validity of the past finding this study will conduct a formal, systematic and objective analysis of the content within the magazines.

The present study fills a gap in a past study conducted by Fink and Kensicki (2002). They conducted a content analysis of *Sports Illustrated* and *Sports Illustrated for Women* magazines to see if the marketing techniques used to feminize female athletes in male-specific magazines would cross over into a female-specific magazine (2002, p. 319). While

their study focused on the athletic images of female athletes in both gender-specific magazines, their focus was on the representation of female athletes vs. male athletes. The study of male athlete representation vs. female athlete representation has been revisited through all aspects of sports media, whether it be how often females appear on sports shows compared to men, how often their stories are brought up in magazines as compared to men, and which sports are aired, based on gender. The race of female athletes has often been omitted, as it was in Fink and Kensicki's (2002) study. The present study fills this gap.

Eastman and Billings (2001) focused on racial aspects of athlete representation in televised sports and commentary, specifically they examined NCAA basketball and the impact that race and gender of the commentator had on the amount and type of coverage of athletes based on their race and gender. The present study expands research into the pages of gender-specific magazines in order to establish if there is a difference in female athlete representation based on race.

Female athletes, black and white, do not receive the same respect as male athletes. Many scholars agree that the lack of female athletic representation in media is based on the male-dominated hegemonic culture of the sports world (Higgs & Weiller, 1994; Higgs et al., 2003). Hegemony describes the "direct relationship between the dominant ideology and the ideas of the ruling class" (Condit, 1994, p. 206). When applied to sports, the dominant ideology is the belief that "male athletes and the rules they play by are the norm for the sport and female athletes are just allowed to play in the men's world" (Angelini, 2005, p. 8). Sports have been a "closely cultivated arena for males to demonstrate their privilege and power" (Adams, Schmitke & Franklin, 2005 p. 17), yet at the same time for women, "sports was seen

as a critical arena to contest stereotypical images of the docile, passive, inert, incapable female body, challenging the patriarchal control and regulation of the female body" (Adams et al., 2005 p. 18). Media practices within sport however, have ensured that the primary categorization of women athletes is gender, portraying female athletes as "women who play sport rather than as athletes first and foremost" (Mean & Kassing, 2008, p. 127). This hegemonic sports culture accounts for the low quantity and feminized depiction of female representation within sports media.

Male dominance within the sports culture also impacts the way that female athletes are portrayed within media as generally being more feminine and passive than males. The idea of women being physically inferior to men in sports was reinforced in early sports magazines in which female emotionality was thought to render them incompetent (Twin, 1979). Hegemony extends across races in sports as well. In sports media blacks are over represented by receiving excess coverage over white athletes even if there are more white athletes participating creating a misconception that within the American economy blacks are better off than they actually are in reality (Hardin et al., 2004). White hegemony reinforces the idea that while black athletes are viewed as "naturally" athletic, white athletes tend to be viewed as the more intelligent racial group (Hardin et al., 2004). Furthermore, stereotypically, blacks are portrayed as animalistic with enhanced athletic potential, but as adults they become criminals (Carty, 2005) because they lack the intelligence to excel within the business world (Hardin et al., 2004). Black athletic ability is credited to their "natural" physical ability and hindered by their lack of sporting intelligence.

Rhetorical Literature Review

Creating the Female Athlete

When female participation in sports first occurred as early as the 1890's, "women were not to play seriously; they were not to win, which was masculine, but to play for fun, companionship and health," because it was believed that a women's biological make-up was "more vulnerable than men to heart strain, exhaustion, and jarred reproductive organs" (Twin, 1979, p. xxvi). Women were believed to be "frail and ill suited" for physical activity (Press, 1994 p. 46) Girls who showed too much interest in sports however, seemed to violate the feminine stereotype of docility, and faced the crude depiction of lesbianism (Twin, 1979). Female athletes were suspected of lesbianism because their choice to participate in sports seemed to be a rejection of their female identity and their roles as wives and mothers (Griffin, 1992). To avoid the lesbian stereotype female athletes were encouraged by their coaches to dress up, apply make-up, and to be seen with boyfriends. Thus, in order to be acceptable in society, female athletes have to be "femmed up" to compensate for their athleticism (Griffin, 1992). Feminization of female athletes has often gone to an extreme, hypersexualizing female athletes in order for them to gain acceptance of men in the sports culture (Smith, 2006).

Female Athletes are in Fact Female

The idea of female athlete feminization has been around since the earliest days of women's participation in sports. In the 1970's and 1980's with the introduction of the All American Girls Professional Baseball League, female athletes were gender-marked by their

team names such as Num-Num Pretzel Girls and Slapsie Maxies Curvaceous Cuties (Press, 1994). If the names weren't enough, women were required to play in short skirts, leading to cuts and abrasions. The sole purpose of the outfits was for bodily show and for photograph opportunities for the men (Press, 1994). Names were also applied to female athletes. "Female tennis players, ice skaters and sprinters were called goddesses and swimmers were referred to as mermaids" (Twin, 1979, p. xxx).

To counter the lesbian stereotype and to perhaps prove their strength, some female athletes agree to pose in magazines that focused not on their athleticism, but instead on their femininity and heterosexuality (Smith, 2006). Radical feminists believe that an athlete's willingness to accentuate her feminine traits and heterosexuality diminishes her athletic achievement and "reinforces the system of male domination through the objectification and exploitation of women" (Carty, 2005, p. 134). Postfeminists, on the other hand, argue that the "use of sex appeal by women is empowering", and is a form of liberation in a male dominated society (Carty, 2005, p. 134). Radical feminists acknowledge that a majority of sports magazines gratify a predominantly male audience. Therefore, the female sexualized images are constructed to appeal to the male gaze (Carty, 2005).

Some examples of postfeminist female athletes include women's soccer player, Brandi Chastain who chose to pose nude for Nike advertisements published in *Gear* magazine. Chastain was captured wearing only her Nike cleats, and claimed she was showing off her muscles that she had worked hard for (Carty, 2005). Olympic swimmer, Jenny Thompson, posed topless for *Sports Illustrated* but covered her breasts with clenched fists, to display strength and power (Carty, 2005). While there are numerous instances of female

athletes posing nude, in most cases the athletes argue that they are displaying strength and muscles. Director of the Tucker Center for Research on Girls and Women in Sport at the University of Minnesota, Mary Jo Kane, questions the validity of postfeminist thought. She states, “It’s not clear to me which muscle group the naked breast belongs to” (Hastings, 1992, p. 258).

Not All Female Athletes are Deemed Sexy

While many female athletes feel that displaying their femininity by posing nude for male-focused magazines is empowering, the act of feminizing doesn’t seem to apply to both races. Historically, black womanhood has been viewed differently than white femininity (Carty, 2005). “Black women athletes are seen as more athletic than white women so their femininity is discounted as irrelevant” (Carty, 2005, p. 140). Furthermore the stereotypical portrayal of blacks is that as adults they can entertain and celebrate but they are monitored closely by the white society to make sure they do not riot (Carty, 2005). The belief is that black female athletes are more apt to cross the gender barrier of sports and standard femininity, because “they have never been fully included in the stringent ideals of femininity and heterosexuality to begin with” (Carty, 2005, p. 152). Black female athletes lack the feminine descriptors within sports media that white female athletes have been accustomed to. Tennis stars, Venus and Serna Williams, have been described as “masculine”, “aggressive”, “pummeling”, “overwhelming”, “overpowering” and “predator one and predator two” (Carty, 2005). The descriptions accentuate the fact that black athletes are rarely characterized as both

feminine and strong; “their muscles supersede their beauty and sex appeal” (Carty, 2005, p. 147).

Empirical Literature Review

Male Hegemony

Female athletes have been featured most often in individual sports that are classified as femininely acceptable by society. Higgs and Weiller’s (1994) study of NBC Olympic Game coverage found that 84% of gymnastics coverage was of females, while 60% of cycling and 67% of tennis and rowing covered female athletes. Among the team sports such as basketball, the female games were allotted shorter time coverage, and coverage often joined the game in progress, where as the male games were televised from beginning to end including previews. The way male sports are framed on television classifies them as being more important (Hallmark & Armstrong, 1999). The framing of camera shots of male sports appealed to the viewer, providing close-ups and full court shots with on screen graphics tucked nicely in the corner of the screen so that the play of the game was not disrupted. Camera shots of female sports took the viewer away from the action making it appear that the female game was not important or captivating. Hallmark and Armstrong (1999) found that the men’s basketball games had more court level shots, full court shots and on screen graphics, whereas the female basketball games contained more full screen graphics which only allowed the viewer to see the graphic as opposed to seeing the game being played.

Another study conducted by Adams and Tuggle (2004) found that framing of female athletes and their lack of representation on television sports coverage, reiterated the stereotypical concept that female athletics were inconsequential. In comparing female athlete

coverage on ESPN *SportsCenter* from 1995 to 2002 Adams and Tuggle discovered that the amount of female coverage on *SportsCenter* decreased. In their 1995 study the ratio of male to female athlete coverage was 25:1. In their 2002 study the ratio was 48:1 with only 16 stories covering female athletes resulting in a drastic decline of female athletic coverage. Adams and Tuggle's found that the percentage of the type of sport covered, individual or team sport, changed from the two studies as well. In 1995 of the 65 stories on female athletes there were only three that represented a team sport resulting in 4.6% of all female coverage. In 2002 of the 16 stories featuring female athletes, three of them focused on a team sport raising the percentage of team coverage to 18.8%.

The low percentage of female athletic coverage and the way in which female athletes are framed within sports media can be explained by male domination within the sports field. Men not only dominate sports media, but female athletes play by male rules, are coached predominantly by men and are officiated by men (Nelson, 1991). The concept of male domination within sports is evident among society today, regardless of the increase in female participation.

A study of sports journalism textbooks (Hardin, Dodd, & Lauffer, 2006), sought to discover if the textbooks used in sports journalism classrooms could explain male hegemony within sports media. They found that the ratio of men to women within eight textbooks analyzed was 5 to 1 in favor of men, 89% men to 11% women. The authors concluded that the sports journalism textbooks used in the classrooms seemed to push women away from working in sports journalism based on the few depictions of females in the field. Sports journalism textbooks fail to focus on female sportswriters, creating the idea that men will

continue to dominate sports media, and will frame female athletes in ways that are appropriate for men.

Female Athlete Images Based on Hegemony

Hardin, Lynn, Walsdorf & Hardin, (2002) studied the photographic images of *Sports Illustrated for Kids* to see if the images favored the traditional male-dominated hegemony by presenting females in a feminine fashion, less focused on aggression and physical sports. Men were depicted three times as often in both dominant and non-dominant images. Men were portrayed 58% of the time in more active poses, within their sport, while women were shown in active poses only 15.1% of the time. Men also received more coverage of leadership positions and within strength sports, including contact sports, such as basketball and football, while women received little to no coverage, only 1% of their images covered strength sports. Hardin et al. concluded that female athletes remain underrepresented in all photographs, receive most of their coverage in aesthetic sports and are framed frequently in inferior ways, focusing on femininity opposed to athleticism (2002).

The Hardin et al. (2002) study looked at photographic images in a magazine targeted at adolescent readers. Fink and Kensicki (2002) conducted a similar study comparing female athlete images in *Sports Illustrated* and *Sports Illustrated for Women* magazines. Their hypothesis was that the feminine portrayal of female athletic images in *Sports Illustrated* would carry over into *Sports Illustrated for Women,* a magazine targeting a female audience. Fink and Kensicki found that female athletes were covered in relation to their sport in an athletic manner 58% of the time in *Sports Illustrated for Women*, and shown athletically in

only 10% of photographs and content in *Sports Illustrated* (2002). The conclusion in this case, was that the way in which female athletes were depicted depended on the reading audience of the magazine. Magazines targeting male readership featured few female athletes, and of the images over half (56%) were nonaction photos capturing female athletes outside of their sports setting. Magazines targeting female readership, portrayed female athletes in a more positive light, within the sports culture. A breakdown of the sports that female athletes were featured in, or the race of the athletes was not investigated in this study.

Racial Implications Placed on Athletes

While the gender barriers on the sports field and within sports media play an important role in understanding where women stand in comparison to men, the race of an athlete also impacts their media coverage, techniques of coverage, and perceptions of the athlete in society. Eastman and Billings (2001) studied racial and gender stereotyping in college basketball commentary. They found that in women's college basketball white players received most of the commentary, while black female athletes received very little commentary. Black athlete commentary focused on their athleticism, power, strength, speed, and lack of intelligence. White athlete commentary focused on being a shooter, effort, hard work, intelligence or mental skill, lacking athleticism, concentration and determination, leadership and being a team player. Of the 15 categories of commentator comments commonly made during NCAA basketball games that Eastman and Billing used to analyze the content of their study, black athletes received 70% of the commentary focusing on athleticism, whites received the other 30%. Blacks received 69% of the commentary

discussing lack of intelligence; whites received only 31% of descriptors dealing with lack of intelligence. While focusing on a black athlete's athleticism seems complimentary, references to white players as intelligent more often, seems to diminish a black athlete's credibility, and classifies the black athlete as naturally athletic and powerful and strong, but dumb (Eastman & Billings, 2001). Basketball has been characterized as the trendsetter in gender equity within American sports, since it is one of the few team sports that has a league developed for men and women (Eastman & Billings, 2001). The portrayal of female athletes on television and in print media reflects their social status as athletes. Commentary can create and reinforce stereotypes of athletes pertaining to their race. To see if sports commentators' impact a viewer's perception of an athlete based on race, Fraley and Buffington, (2006), conducted a study to see how college students perceived race based on sports announcing commentary.

Fraley and Buffington (2006) collected data from 78 college students providing them with 10 comments from 2000 NCAA men's basketball championship and asked the students to associate each comment with a photo accompanying the comments. Each comment had four images of athletes for the students to choose from, two black and two white. While this study focused primarily on male athletes, the racial depictions in the study provide a means for examining female athlete depictions based on race as well. The results of Fraley and Buffington's (2006) study indicated that black athletes were chosen 78.2% of the time for comments describing an athlete in regards to strength and 83.3% of the time for comments discussing hyper-aggression. Black players were also chosen 75.3% of the time in comments referencing athleticism. Fraley and Buffington provided open-ended responses for each

comment so the student could classify their reasoning behind choosing a black or white athlete in response to the comments. Some of the responses pertaining to athletic ability included: “Blacks are known to have great talent but sometimes lack the knowledge to play the game” (Black male student response) (Fraley & Buffington, 2006, p14); “Because Blacks are typically better athletes than white. However, because they have greater natural ability, they often learn the game without strict instruction; do not play with exact fundamentals. Whites usually have to work harder with less natural ability to become good players” (White male student response) (Fraley & Buffington, 2006, p. 14). White males received negative references pertaining to athleticism. One white male student responded, “not many Caucasian males have great talent” (Fraley & Buffington, 2006, p. 16). In relation to female athletes perceptions based on race black female athletes also tend to be characterized as more athletic with more athletic descriptors, while media focuses on white female athletes femininity and looks. Black female athletes lack the feminine descriptors within sports media that white female athletes have been accustomed to, which allows black female athletes to be seen more often as athletic based on their talent than as sexual based on their appearance.

White Hegemony

The Hardin et al. (2004) study analyzing race in newspaper coverage of the 2000 Olympic Games discovered that overrepresentation of black athletes in strength sports “reinforces the hegemonic notions of black primitive athleticism and of racial difference” (Hardin et al., 2004, p. 211). Basketball, one of the primary sports in which black female athletes make up the majority of the players on a team is considered a masculine sport by

society since the game entails a lot of contact and aggression by the athletes. As a result female athletes within the masculine sport tend to receive less media attention than women in the more sexualized and feminine sports such as tennis and figure skating (Hardin et al., 2004). Among Olympic coverage in newspapers Hardin et al, (2004) found that both men and women athletes received 50% of the photo coverage within the newspaper, which matched the medal count, since half of the U.S. medals were won by the women and half by men. Black athletes however, were displayed disproportionately high within the newspapers coverage in comparison to the medals won by black athletes. Blacks won 26% of the medals but received 38% of the photographic images, which suggests that black athletes are deemed the more athletic race. In one "SportsSunday" cover on October 1st, there were nine Olympic athletes presented, all were black, signifying an overrepresentation of black athletes which in turn appeals to the white male hegemony in which blacks are classified as more athletic, but will amount to nothing else within the business world (Hardin et al., 2004). In the *New York Times* white female athletes were nearly twice as likely to be shown in passive shots, which they posed for, while black female athletes were shown more often participating in their sport. The type of sports covered by newspapers seemed to depend on race. White athletes were covered 61% of the time in individual sports including gymnastics, swimming, and wrestling. Black athletes were overrepresented within strength sports. Looking at only female athletes, 11% of black females were shown in strength sports, while 25% of white female athletes were shown in aesthetic sports.

Based on these findings, the sport arena seems to promote black excellence due to overrepresentation within sports media focusing on power, and strength within aggressive

sports. While some may view the excess coverage of black athletes as a positive reinforcement of black athletic accomplishments, when the images are analyzed more closely the overrepresentation of black athletes in strength focused sports builds on the stereotype of blacks in society as "brutes" and "savages"(Hardin et al., 2004).

Hegemony Double-whammy

While male hegemony within sports media has caused an under-representation of female athletes, white male hegemony in sports creates an arena where black athletes seem to fit comfortably, and are classified as athletically acceptable by society. Female athletes suffer from both hegemonic classifications in that both white and black females receive less coverage for playing in a predominantly male world. White female athletes femininity becomes the focus of sports media, while black female athletes are understood as athletes, but deal with the social barrier that athletics is all they have going for them. Being black, they won't make it in the world unless they partake in athletics. These social implications presented in the aforementioned studies provide a basis for the present study.

Method

To answer the research questions a content analysis of female athlete representations in *Sports Illustrated, Sports Illustrated for women* and *Her Sports* magazine was conducted in a sample from two different time periods: 2000-2002 and 2004-2008. Since *Sports Illustrated for Women* magazine's production was produced consecutively only from 2000-2002 issuing 20 issues during this time, all 20 magazines were analyzed for content. A

random sample of 20 *Sports Illustrated* magazines was selected using a random number generator (Reinard, 2008) since *Sports Illustrated* magazine is issued every week. A number was assigned to each *Sports Illustrated* within the sample, which included all issues from January 2000 until January 2003. Covering three years, *Sports Illustrated* sent out 144 issues (12 months X 4 issues per month = 48 X 3 years = 144). The sample did not include the *Sports Illustrated Swimsuit* issues, which are issued once a year, so the sample of *Sports Illustrated* was 141. The *Swimsuit issues* were not included because the implication of the title of this issue is of females in swimsuits, athletes and non-athletes, and this could have swayed the results. The 141 magazines were numbered 1-141 in order of their issue date. Using the random number generator 20 magazines were selected randomly to comprise the sample analyzed for content.

This same selection procedure was used to collect the second sample comparing *Her Sports* with *Sports Illustrated* in 2004-2008. Since *Her Sports* produced 26 issues from May 2004 until June 2008 each issue was analyzed for content. Again, a random sample of 26 *Sports Illustrated* magazines from May 2004 until June 2008 was collected using a random number generator and following the same steps as the first randomly selected group of *Sports Illustrated* magazines. Overall a total of 92 issues from three different magazines, 20 *Sports Illustrated* from 2000-2002, 20 *Sports Illustrated for Women* from 2000-2002, 26 *Sports Illustrated* from 2004-08 and 26 *Her Sports* from 2004-2008 were analyzed for content of female athlete photographic images, their accompanying captions and story titles.

One rationale for choosing *Sports Illustrated* and *Sports Illustrated for Women* was that the magazines were published by the same company and both provided photographic

images of female athletes. The rationale for selecting *Her Sports* magazine was because it was the only sports magazine, targeted for women that routinely covered female athletes during the time period of 2004-2008. *Her Sports* was determined to be the magazine most likely to cover female athletes, but to confirm this impression, an email was sent to the Public Relations Manager of the magazine, Kristen Dunn, who assured this researcher that *Her Sports* magazine does in fact cover female athletes. The only other magazines that seemed to have covered female athletes across all sports were those that were present online only, those were omitted because this study is concerned with the medium of printed magazines, not the online digital medium.

Within the 92 magazines all photos containing female athletes were analyzed for content along with the captions and titles that accompany the photographs. The titles were considered to be those either located on the photo or the title of the magazine article, while the captions include the identification associated with the photograph or if the article was small, the content within the article. The photographs analyzed included images of female athletes accompanying editorials and feature stories, as well as advertising content featuring a female athlete. Photographs of female athletes were analyzed for content with or without titles and/or captions.

To ensure that the content coding was reliable, this study used intercoder reliability, which is according to Reinard (2008), "determining the consistency of different raters who respond to the same events by using some sort of a check list" (p. 120). Two coders separately analyzed the *Sports Illustrated, Sports Illustrated for Women* and *Her Sports* magazines of the sample and coded for photographic, title and caption content of female

images within all issues in the samples. Prior to conducting the study, a graduate student coder was trained on how to use the content codebook (Appendix 1), which described the categories that the content covered. Once trained, both coders tested for reliability by comparing results of their separate analyses. After analyzing the same content the coders met to discuss the coding of the content to see if there were areas where the two did not agree. If it was determined that there was an error in the description of a category within the content codebook, the category was edited so that both coders agreed on the terminology. The intercoder reliability was 86%.

Intracoder reliability was also tested for both coders. To test for intracoder reliability both coders analyzed five magazines for content separately, and then a week later they analyzed the same magazines for content to see how consistent their coding methods were based on the content codebook. Coder one, the researcher, had 94 % intracoder reliability while coder two, the graduate student, had 92 % intracoder reliability, both well above the 70% reliability needed to conduct a reliable analysis of content.

In order to code female athletes, both coders needed to decide if a pictured female was an athlete or not. Athletes were classified as sports figures, in gear out of gear, and participating or not participating in their sport. If it was not apparent by the woman's pose or uniform that she was an athlete, coders were instructed to read the accompanying article to find out if the female pictured was identified as an athlete, or described her sport. If after reading the accompanying content the coder still could not determine if the female was an professional athlete or not, the coders marked the athlete as unknown and coded the photograph in the same way they would for a known athlete (Salwen & Wood, 1994). In

coding *Her Sports* magazine it was often difficult to decide whether the female pictured was an athlete or just a model depicting an athlete. The images coded in this magazine include white and black female athletes as well as white and black unknowns, which categorizes females that cannot be identified as athletes but could be athletes and look like athletes in their photos. Since many female athletes are shown within magazine advertisements, the coders noted the type of photograph the female athlete was presented in including advertisement, photograph within an editorial/story, and small blurb, non-advertisement). The athletes were coded for race: white, black, other, categories included white unknown, black unknown, other unknown, black non-athlete, white non-athlete, other non-athlete. The sport depicted was coded as individual or team. Individual sports included tennis, gymnastics, swimming, track and field, and golf. Team sports included athletes with their team, or an individual athlete that plays on a team including basketball, soccer, volleyball, softball and track and field (relay events), tennis (doubles events). Each identifiable female athlete was also coded for one of five categories based on the coding method used by Fink and Kensicki (2002): athletic action, dressed but poised and pretty, non-sport setting, and sexually suggestive. An additional category for analysis based on a five *Sports Illustrated* magazine sample pre-test, was athletic non-action. The operational definitions of these categories were:

- *Athletic action*: Female(s) actively engaging in a sport and dressed in athletic apparel (e.g., photograph of athlete in game action).

- *Dressed but poised and pretty*: Female(s) dressed in athletic apparel but posed for the photograph. (e.g., person(s) posed and not engaged in athletic activity (e.g., group shot of team, or individual studio shot).
- *Non-sport setting*: Female(s) dressed in non-athletic apparel and photographed in a non-athletic setting (e.g., photograph of athlete at home with family, in a non-sport location such as the beach, restaurant, awards banquet etc.).
- *Sexually suggestive*: Female(s) dressed provocatively or photographed in such a way as to focus solely on sexual attributes (e.g., photograph framed on athlete's breasts, athlete posed with a sexual gaze) (Fink & Kensicki, 2002 p. 325).
- *Athletic non-action*: Female(s) dressed in athletic apparel in a game setting, but not engaged in athletic activity, and not posing (e.g., photograph of athlete during a game, wiping sweat off their face, holding a trophy, or on the sidelines).
- *Partial image*: Only part of the female athlete is shown. Any part of her body except a head shot (e.g., photograph of an athletes leg.)
- *Sports setting/Non-athletic:* Female(s) not dressed in sports attire but is in a sport setting (e.g., photograph of an athlete in a dress on the tennis court)

In order to make sure all potential categories were accounted for a pre-test consisting of five *Sports Illustrated* magazines was conducted. The content coded was valid and all images within the magazines were covered within only one single category. The pre-test also helped decide the coding categories that were needed to analyze the captions and titles

accompanying the photographs. The title and caption were coded separately. The categories included two from Fink and Kensicki's (2002) study, *personal* and *fashion*, and fourteen categories created from the pre-test. The operational definitions of these 16 categories are:

- *Personal*: caption/title describing the non-athletic portion of a female athlete's life (e.g., mention of athlete's family or boyfriend, school, occupation, injury etc.).
- *Fashion*: caption/title detailing clothing or makeup (e.g., mention of new line of jogging attire, clothes worn) (Fink & Kensicki, 2002, p. 326).
- *Athletic intelligence*: caption/title describing player's athletic smarts/knowledge (e.g., knowledge to make that move, mentality, etc.)
- *Athletic unintelligent*: caption/title describing athlete's lack of knowledge (e.g., lack of mentality, stupidity, etc.).
- *Non-athlete related*: caption/title that does not make a statement about an athlete or their sport (e.g., an image featuring the athlete, not focused on their athleticism- making a statement that has nothing to do with the athlete or the sport they participate in).
- *Sport/Non-athlete:* caption/title discussing overall sport, not individual athlete or team members (e.g., 2007 world cup softball: USA Vs. Japan).
- *Athlete identification*: caption/title giving athletes name, hometown information and sport played only (e.g., Caroline Cochran Annapolis, MD, Lacrosse).

- *Athletic power/strength/masculine features*: caption/title describing an athlete using powerful, dominating terms (e.g., Venus almighty, the athlete's size, leg strength, stamina etc.).
- *Athletic achievement/ability:* caption/title describing an athlete's accomplishments (e.g., medals received, honors won, titles secured, records set).
- *Female reference*: caption/title describing an athlete or female team using female traits or stereotypes (e.g., when a female basketball team in action is titled- home cooking, ice princess etc.).
- *Sexual preference*: caption/title discussing an athlete's sexual preference or sexuality (e.g., you see a cutie in the stands whom you met at a party last night- implies player is heterosexual).
- *Appearance/sexuality:* caption/title describing the way an athlete looks or describes a single body part concentrating on femininity (e.g., Long legs, painted fingernails, long pony-tale hair).
- *Athletic inability/Failure:* caption/title describing how an athlete lost a game, was arrested for criminal activity, let their team down, was a disappointment (e.g. "she came from behind only to lose at the last second")
- *Advertisement:* Caption/title talks about a product or service only, doesn't mention the athlete or sport. (Nike, Shebeest athletic wear, etc)
- *None*: (the photograph/image of the female athletes does not have a title (caption)).

- *Other*: caption/title does not fit any of the other categories

Based on both sets of categories, both coders analyzed the photographic images and the captions and titles accompanying them. After all 92 magazines were coded for content the data was analyzed using SPSS. The data was calculated comparing *Sports Illustrated 2000-02* and *Sports Illustrated for Women 2000-2002* and *Her Sports* and *Sports Illustrated 2004-08* creating two different groups for comparative analysis of representations of black and white female athletes. Each of the five research questions was addressed within both groups. The analysis was broken down first focusing on questions one through three within both groups and then extending into questions four and five to compare white athlete images and black athlete images separately within the four magazines and how the depictions of the athletes may have changed from the past in 2000-2002 to the present in 2004-2008.

Results and Discussion

Sports Illustrated 2000-02 Images between Black and White Female Athletes

Within *Sports Illustrated 2000-02* there were 141 white female athletes images and 39 black female images. White female athletes have a greater representation within the sports magazine targeting male readers in 2000-02 but in comparison the portrayal of white female athlete images to black female athlete images, reveals that blacks were shown more often in athletic poses while white female athletes had a higher percentage of feminine images. Among the photo image categories black female athletes were shown most often in athletic action poses (59%) as compared to whites (34%), meaning that they were dressed in their sports gear and were shown on the field, court, or track competing in their sport more often

than whites (Table 2.1). White female athletes were shown most often in non-sport setting images (38.3%) as compared to blacks (15.4%), those in which the athlete was shown with their family, significant other, dressed up in something other than their athletic gear, and not on the playing field. Interestingly, both white and black athletes were featured in very few sexually suggestive photo images, with only 4.3% white and 5.1% black. The percentages show that within *Sports Illustrated 2000-02* black female athletes are shown more often in athletic action shots as was the case in Eastman and Billings (2001) study of NCAA basketball, while white females were captured more often in feminizing images.

The photo image categories were combined to create two larger categories making up athletic images and feminine images. Of the athletic images the categories that were combined were *athletic action* and *athletic non-action*, showing a female dressed in athletic gear and at a sport location, just not competing. This could show a female on the sidelines, holding a trophy etc. The feminine category was made up of *dressed but poised and pretty*, in which the female athlete is in athletic gear but is posed for the picture; non-*sport setting*, and *sexually suggestive*, showing the female athlete in a sexual pose focusing on only one body part such as the female's legs or butt, or posed seductively. There was a significant difference in the way that black and white female athletes were portrayed in *Sports Illustrated 2000-02* ($X^2 = 7.863$, df = 1, p = .005) (Table 2.2). Black female athletes were shown more often in athletic poses (71.8%) while white female athletes were shown more often in feminine poses (53.6%). So while, Fink and Kensicki (2002) found that within the magazine targeted for male readers female athletes were shown more often in feminine poses (56%), the breakdown of race reveals that white female athletes are shown more often in images stressing

femininity than black female athletes. Black female athletes are still recognized as athletic as Carty (2005) found, and may be based on the historical view of black females in general, as being more animalistic and having a greater athletic potential.

While black female athletes are shown more in athletic images the size of the image shows a significant difference. Table 2.3, reveals that of the black images, that were either one eighth of a page or smaller, often times classified as a thumbnail, 60% of them showed blacks as athletic. It's important to note that thumbnail images are often times overlooked and their really isn't much to the image. Of the thumbnail images for white female athletes 72% of them were feminine images. The difference in image size and race was significant (X^2 =6.121, df = 1, p = .013). Interestingly enough, the larger images (those that made up one full page or a two-page spread) showed different results: black female athlete images of this size were most often feminine (55.6%), while white female images of this size were most often athletic (93.8%) (Table 2.4). The difference in images size and race in this case was also significant (X^2 = 7.677, df = 1, p =.006). Even though black female athletes are shown more often than whites in athletic poses, the size of their athletic images are much smaller in comparison to white athletic images which are often a full page or a two-page spread.

When comparing the titles, difference between whites and blacks athletes are minimal, and non-significant. Both white and black female athletes had the highest title category percentage in *athletic identification*, in which the title names the athlete, sport and the player's position (Table 2.5). It should be noted that the *non-athlete related* category and s*port/non-athlete* category were omitted since both of those categories do not focus on the female athlete herself. Of the other individual title categories the only other one that showed

a comparable difference was *athletic descriptor*, in which 2.8% of the white titles fell in this category and 15.4% of black titles fell within this category. The athletic descriptor category includes titles that make dominating statements toward the athlete and focus on their power, strength, size and stamina. While both of these title categories*, athletic identification* and *athletic descriptor*, focus on the athlete as an athlete in some way and reiterate their athleticism, an athletic descriptor is a much more powerful term as opposed to athletic identification which is merely a means of telling the reader who the athlete is and what sport she plays. So while white female athletes have a much higher percentage of athletic identification titles, black female athletes are again more often categorized as dominating, powerful and aggressive through the athletic descriptor. When combining the title categories into athletic and feminine there wasn't a significant difference between white and black female athlete titles (Table 2.6). The athletic title categories included *athletic identification*, *athletic descriptor*, *athletic achievements*, and *athletic inability or failure* in which the female losing, or falling to second place was the title. The feminine categories included *personal* dealing with the female's personal life such as family, injuries, schooling, and profession; *fashion*, which covered a females clothing or style; *female reference*, the title included a female term such as princess and appearance/sexuality which the title focused on how the female looked or targeted one aspect of her body such as long legs. Both white and black female athletes had athletic titles accompanying their images more often than feminine titles and the difference in percentages again were minimal.

To see if the type of photo image, athletic or feminine, influenced the title category, the titles for black and white athletes were looked at for all athletic photo images and all

feminine photo images. The findings were non-significant. If the photo image was feminine both white and black female athletes had a tremendously higher percentage of athletic titles associated with those images (Table 2.7). Of the athletic images both blacks and whites had a higher percentage of athletic titles as well (Table 2.8). The percentages dropped a little in comparison to feminine photo images, this could mean that if the photo is athletic the sports writers feel that they can feminize the image more through the title. Interestingly, black female athletes received more feminine titles with athletic photo images (23.1%). as compared to whites (12.1%). So while black female athletes enjoy more athletic photos, they are feminized more often in the magazine targeting male readers through their titles.

There was no significant difference between the captions associated with the female images by race. Table 2.9 shows that both black and white female athlete captions focused on their athletic achievements. The differences between all categories were minimal and nonsignificant. In combining the categories in the same way the title categories were combined to make up an athletic and feminine caption category, it was found that both black and white female athletes had nearly the same percentage of athletic captions and nearly the same percentage of feminine captions (Table 2.10). Approximately 89% of the time, both white and black female athletes had athletic captions while approximately 11% of the time both had feminine captions. To see if the photo image category, athletic or feminine, had an impact on the type of caption, athletic or feminine, another chi-square test was run. Again there was no significant difference in the photo image, caption category and race. Both white and black female athletes had more athletic captions associated with their feminized images (Table 2.11) and their athletic images (Table 2.12).

While it was thought that black female athletes would be shown in team sports which involve more contact and are more aggressive than individual sports this was not the case in *Sports Illustrated 2000-02*. Both white and black female athletes were shown more often in individual sports (Table 2.13). Blacks were featured most often in track (38.5%) and tennis (35.9%) (Tale 2.14) and whites were featured most often in tennis (13.5%), Swimming and Diving (9.9%) and Golf (7.1%) (Table 2.15). Whites were pictured more often in the team sports (36.9%) as opposed to blacks (23.1%) (Table 2.13).

Sports Illustrated for Women – Images between Black and White Female Athletes

Of the female athlete images in *Sports Illustrated for Women* 2044 of them featured white female athletes while 447 featured black female athletes. Once again the white female athletes received a greater representation within the magazine targeting female readers than black female athletes.

When analyzing *Sports Illustrated for Women* and the photo image category breakdown (Table 3.1), the highest percentage of photos portrayed athletic action for both white and black females. Whites were portrayed in athletic action in 38.7% of their photos and blacks had 33.6%. Of the other photo image categories there was minimal and a non-significant difference between black and white. However, when comparing specifically the athletic action photo images and the sexually suggestive photo images there was a significant difference in these images and race ($X^2 = 8.211$, df = 1, .004) (Table 3.2). Within *Sports Illustrated for Women* white female athletes were captured more athletically (96.1%) while black female athletes had a higher percentage of sexually suggestive images (9.1%) as

compared to whites (3.9%). While this percentage was significant it should be noted that overall both whites and blacks were featured more often in athletic images, suggesting that the magazine targeting female readers portrays their athletes as athletic more often than feminine regardless of their race.

When combining the photo images into athletic and feminine categories there was a non-significant difference (Table 3.3). Looking at the percentages, both black and white female athletes were presented in athletic images averaging 59.1% of the time while approximately 40.9% of the time they were shown in feminine images. In the magazine targeting female readers, both white and black female athletes have a greater percentage of feminine images as compared to their feminine representation in *Sports Illustrated 2000-02* which was an unexpected finding when compared to Fink and Keniscki's results (2002). Their study found that females were shown in a more athletic manner almost 60% of the time in *Sports Illustrated for Women,* which mimics the current finding. But Fink and Keniscki (2002) found only 46% of the images were athletic in *Sports Illustrated* which is not consistent within this study when separating the female athletes by race. In the current study, black female athletes were shown in athletic images 71.8% of the time; the results for white female athletic images were closer to Fink and Kensicki's, with 46.4% in *Sports Illustrated 2000-02* (Table 2.2).

As was found in *Sports Illustrated 2000-02* the difference in image size was significant. Of the images that were either one full page or a two-page spread, there was almost an even split between athletic or feminine images for white females, with 50.9% of the white images of the large size being athletic images. Black athlete images of one-to-two

pages most often featured the athlete in feminine poses (63.6%). ($X^2 = 5.101$, df = 1, p = .024) (Table 3.4). There was also a significant difference in race and image type when the image was ¼- ½ of a page ($X^2 = 18.510$, df = 1, p = .000) (Table 3.5). White female images that were ¼ - ½ of a page featured the athletes in athletic images more often (66.9%), while black female images of this size featured athletes in feminine images more often (61.7%). The largest images and the mid-sized images, ¼ - ½ page featured blacks more often in a feminine light suggesting once again that black female athlete images, in a magazine targeting female readers, are used to portray the athlete as feminine more often than athletic since black female athletes femininity is often disregarded as their athleticism is accepted among society. Black female athlete's femininity may also be used to appeal to black female readers who may read the magazines to inspire themselves to be like their favorite athletes who can be athletic and feminine. White females were shown almost equally in athletic and feminine images of the largest size, while the mid-sized images of white athletes featured them more often in athletic poses as opposed to feminine. White female athletes have the luxury of being shown more athletically in larger size images in *Sports Illustrated for Women* since whites are already accepted as feminine and have a harder time being seen and accepted as athletic throughout society as was acknowledged by Twin (1979) and Griffin (1992).

Looking at the title category breakdown within *Sports Illustrated for Women,* the percentages again don't differ significantly by race. Both black and white female athletes had titles that were most often *athletic identification*, identifying the athlete, her sport and position (Table 3.6). When the titles were broken down into athletic and feminine categories

there was a non-significant difference between races (Table 3.7). Both white and black female athletes had athletic titles averaging 74.7% of the time and feminine titles approximately 25.3% of the time. Comparing the title category, athletic or feminine, with the photo image category, athletic or feminine, there was a significant difference between the races and feminine photo images ($X^2 = 26.811$, df = 1, p= .000) (Table 3.8). White female athletes had a higher percentage of athletic titles associated with their feminine images (74.7%), while blacks had a higher percentage of feminine titles associated with their feminine images (51.9%). Again the black titles were almost split fifty-fifty among the feminine images, half having athletic titles and half having feminine titles. The athletic photo images showed no significant difference between the title category and race (Table 3.9). Of the athletic images both whites and black had a higher percentage of athletic titles associated with them and a lower percentage of feminine titles associated with athletic images.

Breaking down the caption categories, again there was minimal difference in the percentages of each individual category based on race (Table 3.10). Both white and black female athletes had the highest percentage of captions reporting their athletic achievements, such as the records they have set, championships they have won and obstacles they have overcome. When combining the athletic and feminine categories to make two larger categories as was done previously, there was no significant difference between caption category and race (Table 3.11). Both black and white female athletes had a greater percentage of athletic captions, averaging 76.2% and only averaging 23.8% of captions that were feminine. The type of photo image, either athletic or feminine, didn't have an influence on the type of caption category, athletic or feminine. Of the athletic images both black and

white females had more athletic captions averaging 81.9% (Table 3.12), and of the feminine images both black and white females had more athletic captions as well averaging 69% with feminine captions for feminized image around 31% (Table 3.13).

Within *Sports Illustrated for Women* both white and black female athletes were shown more often in individual sports (Table 3.14). While both races were presented most often in individual sports, black female athletes were presented 48.1% of the time in team sports, which have been classified as the more aggressive, masculine sports, involving a greater amount of contact. Overall, black female athletes in *Sports Illustrated for Women* are captured more than white female athletes in more masculine sports such as basketball (36.5%) (Table 3.15), which differed from the original idea that black female athletes would be shown in the more feminine, individual sports more often in the magazine targeting female readers, and whites would be shown more often in team sports (Table 3.16).

Sports Illustrated 2004-08 - Images between Black and White Female Athletes

Moving into the years, 2004-2008, *Sports Illustrated 2004-08* devoted a greater number of images to both whites (235) and blacks (61). Since it was hard to tell if a female was an athlete or not in *Her Sports,* the comparisons for this magazine include black and white unknown women as well, which adds only 15 white female unknown images and 2 black unknown images for a total of 250 white female images and 63 black female images. Although both races received a greater number of images in the current *Sports Illustrated* issues as compared to those form 2000-2002, those portraying white female athletes still largely out number those of black female athletes.

Looking at the photo image categories, black female athletes again have the highest percentage of images showing them in athletic action (50.8%), as opposed to whites (31.1%) (Table 4.1). White female athletes have the highest percentage of photo images showing them in a non-sport setting (38.6%) as opposed to blacks (31.7%). The other photo image categories individually show a minimal difference. When combining athletic images and feminine images there is a significant difference between races ($X^2 = 5.598$, df = 1, p = .018) (Table 4.2). Once again it was found in the magazine targeting male readers, that black female athletes are shown more often in athletic images (62.9%), while white female athletes are shown slightly more often in feminine poses (53.9%).

Focusing on the size of the images, those that were one-to-two pages in size for black female athletes featured them more often in feminine images (66.7%), while white female images of this size featured more athletic images (55.6%) (Table 4.3). While the percentages reveal the fact that the larger images of blacks are feminine while the larger images of whites are athletic the difference between images of these sizes and race are non-significant . There was a marginal difference between images that were 1/8 of a page or smaller and race ($X^2 = 4.048$, df = 1, p= .044) (Table 4.4). Of the black images that were thumbnail size 58.7% of them were athletic while 57.7% of white thumbnail images were feminine. Once again the percentages suggest that while black female athletes receive more athletic coverage, the size of the images showing them athletically is significantly smaller than the one-to-two page size of white athletic images. The same holds true for feminine images, while white females have a greater percentage of feminine images a majority of them are thumbnail size while the feminine images of blacks are larger and are one-to-two pages.

The differences in percentage of title categories were also minimal. Both black and white images had *athletic identification* titles associated with them most often. Blacks had 41.3% and whites had 37.3% (table 4.5). Among the other title categories both whites and blacks had similar percentages revealing no difference. When combining the title categories to make up one athletic and one feminine category again there was no difference calculated (Table 4.6). Both white and black female images had an athletic title accompanying them over a feminine title. When the title categories were broken down by photo image, as athletic or feminine, a significant difference was calculated ($X^2 = 17.518$, df = 1, p = .000) (Table 4.7). Of the white feminine images 97.9% of them had an athletic title, while of the black feminine images only 66.7% had an athletic title while 33.3% had a feminine title. A significant difference was only calculated among the feminine images however, while the athletic photo images reveal no significant difference (Table 4.8). Both white and black athletic images had an athletic title associated with them 74.5% of the time on average and a feminine title approximately 25.5% of the time.

Once again there were minimal differences between caption categories and race. Both white and black female athlete images were most often accompanied by athletic achievement captions, blacks had 41.3% and whites had 50.2% (Table 4.9). The only other slight difference was found among the *personal* caption category, those focusing on the female athletes family, friends, boyfriends, school, or profession. Black female athletes had 15.9% personal captions while white female athletes only had 7.1% personal captions, which was unsuspected since it was thought that white female athlete image captions focused more on the athlete's personal life and feminine attributes as opposed to black athlete images which

were thought to be discussed more athletically. When the athletic and feminine categories were combined no significant difference was calculated (Table 4.10). Both white and black female athletes had athletic captions averaging 83.3% of the time while they had feminine captions averaging 16.7% of the time. When the caption categories of athletic and feminine were compared with photo image of athletic or feminine, no significant difference was calculated among both athletic photo images (Table 4.11) and feminine photo images (Table 4.12). Within both athletic and feminine images both black and white female athletes had a greater percentage of captions that focused on athleticism. Athletic images with athletic titles between races averaged 79.6% and feminine images with athletic titles between races averaged 87.25%.

Within *Sports Illustrated 2004-08* white female athletes were shown more often in individual sports (60.4%) (Table 4.13) such as tennis (13.2%) (Table 4.14), while black female athletes were shown more often in team sports (67.2%), such as basketball (63.5%) (Table 4.15) which are most often associated with contact and aggression.

Her Sports Images of Black and White Female Athletes

Since it was hard to tell if a female was an athlete or not within *Her Sports* the white athlete and white unknown images were combined and the black athlete and black unknown images were combined as was done in *Sports Illustrated 2004-08*. The total of white female images then was 2176, 1042 white athletes and 1134 white unknowns. The total of black female images was 87, 30 black athletes and 57 black unknowns. Once again the number of white female images dominated the number of black female images almost 25:1. The reason

behind this may be due to the fact that *Her Sports* is a magazine that focuses on individual sports and fitness such as running, biking, swimming, and triathlons, which may have a larger white female participation than black female participation. Even if this is the case, *Her Sports* still captures black females within the previously named activities significantly less often than white females. The fitness images and unknown sport images were omitted within the calculations since they made up such a large percentage and were not pertinent to this study. Had they not been omitted they would have fallen into the n/a (not applicable) categories within photo images, title and caption and wouldn't have been calculated anyway. This explains why the total number of white female images is shown as 1683 and blacks as 62.

Within the photo image categories, white females were featured most often in *athletic action* images (45.8%) as compared to blacks (32.3%) (Table 5.1). Black females were featured more often in *dressed but poised and pretty* images, which they were dressed for their sport but posing for the picture not participating in their sport (43.5%) as opposed to white females (30.5%). This shows that within *Her Sports* white females were shown more often in athletic action in their sport, while black females were shown more often dressed for their sport but prepared and beautified to get their picture taken.

When combining the photo image categories, there was no significant difference between athletic and feminine photo images and race (Table 5.2). Within the percentages, however, white females were shown more often in athletic images (58%) while black females were shown slightly more often in feminine images (52.5%). However, when the size of the image is taken into consideration, black female images that were one-to-two pages in size

featured them most often in an athletic image (93.3%), while white female images of that size also featured them more athletically (65.8%), white females also had a greater percentage of larger images that featured them femininely (34.2%) as opposed to blacks (6.7%) (Table 5.3). The difference between images of this size and race is significant (X^2 = 4.830, df = 1, p = .028). There was no significant difference between images that were ¼ - ½ page and race (Table 5.4). Of images sized ¼- ½ page white female athletes were shown 61.9% of the time athletically while blacks were shown 52.6% of the time femininely. A significant difference was calculated when comparing the images that were 1/8 of a page or less and race (X^2 = 10.541, df = 1, p = .001) (Table 5.5). Of the thumbnail-sized images of white females 53.9% of them were athletic while 77.8% of images of black females were feminine images. So, while black females had the more athletic one-to-two page images, once the images were ½ page or less white females were featured more athletically.

As far as the title categories, those categories most often found in *Her Sports* dealt with the sport, didn't focus on the athlete or focused only on a product in an advertisement. Those categories are omitted, as they don't focus on the female athlete. Of the other title categories white and black female titles were most often athletic identification with whites having 13.5% and blacks having 9.7% (Table 5.6). The other athletic and feminine categories reveal minimal difference between races especially since 78.5% of white female titles and 79% of black female titles focused on those categories previously mentioned that were omitted. When combining the title categories into athletic and feminine categories, there was no significant difference (Table 5.7). Both black and white females had a greater percentage of athletic titles averaging 69% with feminine titles averaging 31%. Of the two races

however, white females had a slightly higher percentage of athletic titles with 76.6% over blacks 61.5%, while blacks had a slightly higher percentage of feminine titles with 38.5% over whites 23.4%. Once again within the current magazine targeting female readers the title category is athletic more often for white females and feminine more often for black females. The same trend occurred when breaking the title category down based on photo image type, athletic or feminine. While both the athletic images compared with the title category (Table 5.8) and female images compared with the title category (Table 5.9) show no significant differences between races, in both circumstances white female athletes had the greater percentage of athletic titles with 77.5% athletic titles with athletic images and 75.7% athletic titles with feminine images. Black female athletes had the greater percentage of feminine titles associated with athletic images (33.3%) and feminine images (42.9%) as well. Overall, white females in *Her Sports* have a greater percentage of athletic titles among all photo image categories, while black females have a greater chance as compared to white females of having feminine titles among all photo image categories.

Among the caption categories within *Her Sports* again a majority of the captions fall under the omitted categories including: non-athlete related, sport/non-athletic and advertisement. White female captions make up 67.6% of the omitted categories and black female captions make up 82.3% (Table 5.10). Within the categories dealing with athleticism or femininity, white female captions were greatest among the *athletic identification* category with 12.7% as opposed to blacks who had 4.8%. Black female captions were slightly greater between two categories equally, *athletic identification* (4.8%) and *athletic achievements* (4.8%). The differences between races in the other caption categories were minimal. When

combining the athletic captions together and the feminine captions together, both black and white females had a greater percent of athletic captions averaging 83.3% and feminine captions averaging 16.7% (Table 5.11). There was no significant difference between races and caption category. When looking at the caption category in comparison to the photo image category, athletic (Table 5.12) or feminine (Table 5.13), in both cases there was no significant difference. For the athletic images, both whites and blacks had more athletic captions, blacks had athletic captions of 100%. For the feminine images however, white females had athletic captions more often with 57.5% and black females had feminine captions associated with their feminine images more often with 57.1%. As far as the feminine images, white images in the current magazine targeting female readers tend to focus more on the female as an athlete than as a female while the opposite holds true for the black female captions in the current magazine targeting female readers.

Within *Her Sports* both black and white female athletes were shown much more often in individual sports, whites (99.4%) and blacks (92.1%) as opposed to team sports (Table 5.14). 31.9% of white female athletes (Table 5.15) and 32.2% of black female athletes (Table 5.16) were shown in participating in a triathlon.

White female athletes representation in magazines targeting male and female readers in 2000-02 as compared to 2004-08.

Comparing white female athlete images across magazines targeting male and female readers from 2000-02 and 2004-08 in 2000-02 white female athletes had 2044 images in *Sports Illustrated for Women* and 141 images for *Sports Illustrated 2000-02*, totaling 2185 images within the two magazines, in 2004-08 white female athletes had 2176 images in *Her Sports* and 250 images in *Sports Illustrated 2004-08,* totaling 2426 images within the two magazines, revealing that the number of white female athletes within both current magazines is greater than the number of white female athletes in the past magazines.

In 2000-02, white females were presented most often in *athletic action* photo images in *Sports Illustrated for Women* (38.7%) as compared to *Sports Illustrated 2000-02* (34.0%) while whites were presented most often in a *non-sport setting* in *Sports Illustrated 2000-02* (38.3%) as compared to *Sports Illustrated for Women* (15.9%) (Table 6.1). In the later years white female athletes are still presented most often in athletic action images in the magazine targeting female readers, *Her Sports,* with a greater percentage than in 2000-02 with 45.8% as compared to *Sports Illustrated 2004-08* which dropped slightly to 31.1% athletic action images for white female athletes (Table 6.2). *Sports Illustrated 2004-08* still showed female athletes most often in *non-sport setting* with a slight increase to 38.6% as compared to 2000-02 (38.3%). *Her Sports* showed white female athletes in *a non-sport setting* even less than *Sports Illustrated for Women* with 10.5% for *Her Sports.* Both current magazines percentages for *sexually suggestive* white female athletes dropped slightly in percentage, however the *dressed but poised and pretty* images within the current magazines increased in percentage

from 19.7% in *Sports Illustrated for Women* to 30.5% in *Her Sports* and 10.6% in *Sports Illustrated 2000-02* to 12.0% in *Sports Illustrated 2004-08.* Overall, white female athletes are being shown less often in sexually suggestive poses in sports magazines today, but are shown more often in feminizing images depicting them in their athletic gear but beautified for the camera.

When combining the photo image categories into athletic and feminine categories both years showed a significant difference between white female images and magazine. In 2000-02 ($X^2 = 9.874$, df = 1, p = .002) (Table 6.3) white female athletes were shown most often in athletic images in *Sports Illustrated for Women* (60%) and more often in feminized photo images in *Sports Illustrated 2000-02* (53.6%). In 2004-08 ($X^2 = 11.767$, df = 1, p = .001) (Table 6.4) white female athletes were shown still more often in athletic images in the magazine targeting female readers but with a slightly less percentage of 58.0% in *Her Sports,* while the percentage of feminine white athlete images was greatest still in *Sports Illustrated 2004-08* and slightly increased to 53.8%.

The size of the type of image, athletic or feminine, has changed from 2000-02 to 2004-08. In 2000-2002, white female athletes had a marginal difference in the type of images they were shown in on the cover of the magazines ($X^2 = 3.360$, df = 1, p = .067) (Table 6.5). While white females were only on the cover of *Sports Illustrated 2000-02* once in the sample, it was an athletic image, whereas 16 out of the 20 cover images of white females on *Sports Illustrated for Women* were feminine depictions (80%). In 2004-08 white female athletes again were only represented on one *Sports Illustrated 2004-08* cover (Table 6.6). The difference was that one was shown femininely as opposed to athletically in 2000-02.

Within *Her Sports* white females were on 29 covers, (back or front) and were still shown more often in a feminine light with 72.4%

Of the photo images that were one-to-two pages in size those in 2000-02 had a significant difference in the type of image, athletic or feminine within the magazine (X^2 = 11.148, df = 1, p = .001) (Table 6.7). White female images that were one-to-two pages in 2000-02 were shown most often in athletic photos in *Sports Illustrated 2000-02* with 93.8%. While they were shown more often in athletic images of these size in *Sports Illustrated for Women* the percentages between athletic and feminine images were extremely close, 50.9% athletic and 49.1% feminine. Looking at the images of this size in 2004-08 there was a huge difference in white representation as compared to 2000-02 (Table 6.8). White female athletes were shown more often in athletic images still in both magazines, *Sports Illustrated 2004-08* and *Her Sports*, however, the percentages between athletic and feminine images within *Sports Illustrated 2004-08* were much closer with 55.6% athletic and 44.4% feminine while in *Her Sports* the percentage of athletic images increased from 50.9% in *Sports Illustrated for Women* to 65.8% in *Her Sports,* with only 34.3 % of white feminine images that were one-to-two pages in size.

As the image size gets smaller in 2000-02 white female images in *Sports Illustrated 2000-02* were still predominantly athletic at 91.3% with image size ¼ - ½ (Table 6.9). In *Sports Illustrated for Women* there was an increase in the percentage of athletic white female images as the size decreased to ¼ - ½ page with 66.9%. In 2004-08 white female images were more athletic as the size of the image decreased to ¼ - ½ page in *Sports Illustrated 2004-08* with 73.7% athletic and 26.3% feminine images (Table 6.10). As the image size

decreased in 2004-08 the percentage of athletic female athlete images in *Her Sports* decreased slightly to 61.9% athletic and 38.1% feminine. When the images were smallest, at 1/8 of a page or less, in 2000-02 there was a significant difference in the type of image between magazines ($X^2 = 39.236$, df = 1, p = .000) (Table 6.11). Of the thumbnail size images, white female athletes were shown more often in feminine images in *Sports Illustrated 2000-02* (72%), and more often in athletic images in *Sports Illustrated for Women* (60.2%). This same trend occurred within the current magazines from 2004-08 showing a significant difference ($X^2 = 8.509$, df = 1, p = .004) (Table 6.12). The differences between athletic and feminine images in each magazine were much closer in 2004-08 as compared to 2000-02. In *Sports Illustrated 2004-08* white female athletes were shown in athletic images of thumbnail size 42.3% of the time and feminine images 57.7% of the time, and in *Her Sports* they were shown athletically 53.9% of the time and femininely 46.1% of the time. Overall, as the size of the image decreased in 2000-02 the percentage of athletic images in *Sports Illustrated 2000-02* decreased slightly until the image was 1/8 of a page or smaller when the percentage dropped significantly. In *Sports Illustrated for Women* the percentage of athletic images increased drastically between a cover page image and a one-to-two page spread, and increased slightly as the image size decreased in size until the image was thumbnail size at which point the athletic percentage dropped again. Within *Sports Illustrated for Women* it was found that the images that were ¼ to ½ of a page showed the white female most often as athletic. In 2004-08 white female images in *Sports Illustrated 2004-08* were feminine on the cover, and as the size of the image decreased from one-to-two pages to ¼ - ½ of a page, the percentage of athletic images increased, which was the opposite

in 2000-02. In *Her Sports* the cover images were more often feminine just as they were in *Sports Illustrated for Women* but as the image size got smaller the athletic image percentage also got smaller which was the opposite of what happened in *Sports Illustrated for Women* suggesting that in the current magazine white female athletes are shown more often in athletic images of a larger size and those that are feminine are smaller in size.

Looking at the white female title categories from 2000-02 to 2004-08 there wasn't much of a difference in the percentages. In *Sports Illustrated 2000-02* and *Sports Illustrated 2004-08* white female athlete titles were most often associated with athletic identification with 41.1% in 2000-02 (Table 6.13) and 37.3% in 2004-08 (Table 6.14). In *Sports Illustrated for Women* in 2000-02 the percentages were greatest again in the *athletic identification* category with 17.3% (Table 6.13) and in *Her Sports* the percentages were highest in this category as well with 13.5% (Table 6.14). Again the categories titled *non-athlete related*, *sport/non-athlete* and *advertisement* were irrelevant. In combining the title categories into athletic or feminine within both years the difference was significant and similar (X^2 = 13.340, df = 1, p = .000) (Table 6.15). Both magazines in 2000-02 had more athletic titles associated with white female athletes, 93.1% in *Sports Illustrated 2000-02* and 75.8% in *Sports Illustrated for Women* meaning that the feminine titles were more often associated with white female images in the magazine targeting female readers in 2000-02. The same trend occurred in 2004-08 with a significant difference between title category and magazine (X^2 = 12.423, df = 1, p = .000) (Table 6.16). Both 2004-08 magazines had athletic titles associated with white female athletes most often with 91.2% in *Sports Illustrated 2004-08* and 76.6% in *Her Sports*, which again shows that the feminine titles were more often

associated with the white female images in the magazine targeted at female readers in 2004-08 as well as 2000-02.

When comparing the title categories to photo image category, athletic or feminine, the same trend occurred in 2000-02 and 2004-08. Both years showed a significant difference in title category and feminine photo images, 2000-02 ($X^2 = 9.025$, df = 1, p = .003) (Table 6.17) and 2004-08 ($X^2 = 22.471$, df = 1, p = .000) (Table 6.18). Within both time periods the magazine targeting male reader and the magazine targeting female readers had a greater percentage of athletic titles associated with feminine photo images. In each time period those feminine images that had a greater percentage of feminine titles were found more often in the magazine targeting female readers, *Sports Illustrated for Women* and *Her Sports.* In comparing the athletic photo images with title categories there was a difference between the two years. In 2000-02 there was a significant difference between athletic images, title category and magazine ($X^2 = 4.908$, df = 1, p = .027) (Table 6.19). Of the white athletic photo images both magazines in 2000-02 had more athletic titles associated with them, 93.5% *Sports Illustrated 2000-02,* and 76.2% in *Sports Illustrated for Women.* This also shows that of the athletic images that had feminine titles they were most often found in *Sports Illustrated for Women* (23.8%). The opposite trend happened in 2004-08. Although the difference between athletic photo image, title category and magazine in 2004-08 was not significant (Table 6.20), the athletic images that had a feminine title associated with it were more often found in *Sports Illustrated 2004-08* with 27.6% even though both magazines in 2004-08 had athletic titles associated with the athletic images most of the time with 72.4% in *Sports Illustrated 2004-08* and 77.5% in *Her Sports.* Overall, the titles associated with

athletic photo images, changed the most within the magazine targeting male readers in 2000-02 and 2004-08 with a much larger percentage of feminine titles associated with athletic images in 2004-08, 27.6% than in 2000-02, 6.5%. This suggests that within the magazine targeting male readers the athletic images of white female athletes are being feminized more often today by the titles than they were in 2000-02.

Among the captions in 2000-02 both *Sports Illustrated 2000-02* and *Sports Illustrated for Women* had the highest percentage of white female captions in the athletic achievement category with 46.8% for *Sports Illustrated 2000-02* and 25.9% for *Sports Illustrated for Women* (Table 6.21). In 2004-08 the athletic achievement caption category had the highest percentage once again for *Sports Illustrated 2004-08* with 50.2%, but in *Her Sports* the greatest percentage was found in the athlete identification category with 12.7% (Table 6.22). This suggests that among the magazines targeted at female readers, *Sports Illustrated for Women* captions focused more often on white female athlete's success, records set, and games won, while the current magazine, *Her Sports* is more concerned with identifying the athlete, her sport and position.

When combining the caption categories to create an athletic and feminine category, both years showed a significant difference in caption category and magazine for white female athletes, 2000-02 ($X^2 = 10.602$, df = 1, p = .001) (Table 6.23), and 2004-08 ($X^2 = 36.824$, df = 1, p = .000) (Table 6.24). In each time period both magazines associated athletic captions with white female athletes more often than feminine captions. Within the magazines targeting male readers in 2000-02 *Sports Illustrated 2000-02* had 89.8% athletic captions for white female athletes and *Sports Illustrated 2004-08* had 86.6% athletic captions. There was

a slightly larger difference in athletic caption percentages between the magazines targeting female readers. Within *Sports Illustrated for Women* there was 77.3% athletic captions and in *Her Sports* there was 63.1% athletic captions. In both years the magazines targeting female readers had a greater percentage of captions that feminized the athlete in her photo. There was an even greater percentage of feminine captions found in the later time period magazines with 36.9% feminine captions as opposed to 22.7% in *Sports Illustrated for Women* in 2000-02.

In breaking down the caption categories by photo image, athletic or feminine, there was a similar trend in both years for the athletic images. In 2000-02 (Table 6.25) and in 2004-08 (Table 6.26) both magazines had a greater percentage of athletic captions associated with athletic photo images. Also within both time frames, of the athletic images those that had a feminine caption were more often found in the magazine targeting female readers, *Sports Illustrated for Women* (16.1%) and *Her Sports* (29.4%). The difference among these percentages suggests that the current magazine targeting female readers tends to feminize the white athletic photo images more often through the captions than in the past magazine, *Sports Illustrated for Women.* The same differences and similarities occurred between the time periods when looking at the feminine photo images and their accompanying caption. In 2000-02 and in 2004-08 once again the feminine photo images were most often accompanied by athletic captions among all the magazines. Also, as was shown with the athletic photo images, the feminine images had a feminine caption associated with it more often among the magazines targeting female readers of 2000-02 and 2004-08 with 32.1% in *Sports Illustrated for Women* (Table 6.27) and 42.5% in *Her Sports* (Table 6.28). Again the increase in the

amount of feminine captions associated with feminine photo images from 2000-02 to 2004-08 suggests that the later magazine, *Her Sports,* tends to feminize white female athlete images more often, no matter what the photo image category, athletic or feminine, than as was done in the past magazine in *Sports Illustrated for Women.*

Looking at the sport type, individual or team, between the two time periods, in all four magazines white female athletes were shown most often in individual sports. The percentages of white female athletes shown in individual sports within the magazines targeting male readers hardly changed from 2000-02 to 2004-08 with 62.4% in *Sports Illustrated 2000-02* (Table 6.29) and 61% in *Sports Illustrated 2004-08* (Table 6.30). There was a much larger difference in the magazines targeting female readers. In *Sports Illustrated for Women* 69.7% of the white female images showed them in an individual sport, while in *Her Sports* 99.4% of the white female images featured the athlete in an individual sport. This can be accredited to the fact that the current magazine *Her Sports*, is a magazine geared towered the individual sports and activities such as running, biking, climbing, and swimming.

Black female athlete's representation in magazines targeting male and female readers in 2000-02 as compared to 2004-08.

In comparing black female athlete image across 2000-02 and 2004-08 among the magazines, in 2000-02 black female athletes had 447 images in *Sports Illustrated for Women*, and 39 images in *Sports Illustrated 2000-02,* totaling 486 images and in 2004-08 black women had 87 images in *Her Sports* and 63 images in *Sports Illustrated 2004-08,* totaling 150 images. Although the number of black images increased in the magazine targeting male

athletes, the number of black female athletes in the magazine targeting female readers decreased immensely, lowering the overall total of black female images in the current magazines. The increase in the magazine targeting male readers can be associated with the fact that black female athletes are accepted among society as athletes and therefore their presence in the magazines targeting male readers is customary. Yet, prevailing stereotypes among whites may indicate that black athletes are accepted as athletic more often than they are accepted as feminine. The lack of black female athlete presence in the magazines targeting female readers may imply that black female athletes won't appeal to the white female audience because they are not perceived as feminine.

When looking at the black photo images, in 2000-02 both magazines had the greatest percentage of athletic action photos with 59% in *Sports Illustrated 2000-02* and 33.6% in *Sports Illustrated for Women* (Table 7.1). In 2004-08 the greatest percentage of black female images were still athletic action in *Sports Illustrated 2004-08* with 50.8% (Table 7.2). In *Her Sports,* however, the greatest percentage of black female images captured them *dressed but poised and pretty* with 43.5% while in 2000-02 *Sports Illustrated for Women* only had 15.7% of black female images in *dressed but poised and pretty* photos. This shows that within magazines targeting female readers, black female athletes are shown more often in feminizing images in the current magazine as opposed to the past magazine. Again, this could be based on the fact that *Her Sports* focuses on individual sports and activities, where-as *Sports Illustrated for Women* covers a larger variety of sports including team sports which tend to feature black female athletes more often. When all photo image categories were combined to create an athletic and feminine category, in the 2000-02 magazines black female

athletes were shown more often in athletic images in both magazines (Table 7.3). However, black female athletes received more feminized images in *Sports Illustrated for Women* (41.8%), as compared to *Sports Illustrated 2000-02* (28.2%). In the current magazines from 2004-08, black female athletes were shown more often in athletic images in *Sports Illustrated 2004-08* with 62.9% and more often in feminine images in *Her Sports* with 52.5% (Table 7.4). Within both magazines of 2004-08 black female athletes were shown more often in feminized images as compared to the magazines in 2000-02. This trend suggests that while black female athletes are still shown more often in athletic images in the magazine targeting male readers, the percentage is decreasing; black female athletes are being shown in a larger percentage of feminine images in today's magazines regardless of the target audience as compared to past magazines.

Differences were calculated between the type of black female athlete image presented and the size of the image. Black female athletes appeared on the cover of *Sports Illustrated for Women* seven times out of the 20 magazines. When shown on the cover of the magazine targeting female readers, only two out of seven, 28.6%, showed the black female athletically while the other 5 out of seven, 71.4%, showed the black female athlete femininely (Table 7.5). When black female athletes appear on the cover of sports magazines targeting female readers, they are shown more often in images focusing on their femininity as opposed to their athleticism. Of the one-to-two page image size, black female images in 2000-02 for both magazines showed black females in a feminine light more often with 55.6% in *Sports Illustrated 2000-02* and 63.6% in *Sports Illustrated for Women* (Table 7.6). In 2004-08 black female athlete images that were one-to-two pages in *Sports Illustrated 2004-08* were 66.7%

feminine and in *Her Sports* black female athlete images of one-to-two pages featured the athlete most often in an athletic image 93.3% of the time (Table 7.7). This shows that although there is a greater percentage of black female athletes that are captured femininely in *Her Sports* the black female athletic images are featured more often in larger images. When the image size decreased to ¼ - ½ of a page in 2000-02 black female athletes are shown 100% of the time in athletic images in *Sports Illustrated 2000-02* and more often in athletic images in *Sports Illustrated for Women* with 66.4% and 33.6% feminine images (Table 7.8). In 2004-08, of the ¼ - ½ page images *Sports Illustrated 2004-08* had 84.6% athletic and *Her Sports* had 52.6% feminine revealing a significant difference between this image size and the magazine for black female athletes ($X^2 = 4.569$, df = 1, p = .033) (Table 7.9). Of the smallest images in 2000-02 *Sports Illustrated for Women* and *Sports Illustrated 2000-02* averaged 61.5% showing athletic images and 38.5% portraying feminine images (Table 7.10). Among the current magazines there was a significant difference between the magazines and type of image for the smallest images ($X^2 = 9.137$, df = 1, p = .003) (Table 7.11). Of the thumbnail-sized images in *Sports Illustrated 2004-08* black female athletes were shown more often athletically with 58.7% while they were featured more femininely in the smaller images in *Her Sports* with 77.8%. Overall, omitting the cover page image size, in 2000-02 the black female images were more athletic in *Sports Illustrated 2000-02* when the image was smaller, most often when the image was ¼- ½ a page, and more feminine when the image was larger. In 2004-08 in *Sports Illustrated 2004-08* the trend was identical to 2000-2002. Of the larger images black females were shown more often in a feminine light, while they were shown athletically more often as the image size decreased, most often when the image was ¼ - ½

page. In the magazines targeting female readers, in 2000-02, in *Sports Illustrated for Women,* black female athletes were shown more often in a feminine light in the larger images and as the image size decreased they were featured more in athletic photos, most often when the image was ¼- ½ page. The opposite effect happened in *Her Sports.* Of the largest images, black females were shown more often athletically with 93.3%. As the image size decreased black females were shown more often in a feminine light, most often when the image was thumbnail size with a feminine percentage of 77.8%.

When it comes to the title categories all four magazine had the greatest percentage of their titles in *athletic identification*, in *Sports Illustrated 2000-02* 17.9%, in *Sports Illustrated for Women* 13.9% (Table 7.12), in *Sports Illustrated 2004-08* 41.3% and in *Her Sports* 9.7% (Table 7.13). Again the greatest percentage of title categories in *Her Sports* were irrelevant including: *non-athlete related*, *sport/non-athlete*, and *advertisement*. When combining the title categories to make up an athletic and feminine category, all four magazines featured athletic titles most often. In *Sports Illustrated 2000-02* there was 85% athletic titles and in *Sports Illustrated for Women* there was 73.6% athletic titles (Table 7.14). The difference in percentages was larger between magazines in 2004-08 with 82.5% athletic images in *Sports Illustrated 2004-08* and 61.5% in *Her Sports* (Table 7.15). While all four magazine samples featured athletic titles most often it is curious to note that both magazines targeting female readers featured the larger percentage of feminine titles in comparison to the magazines targeting male readers. When the title category was compared to the photo image category in 2000-02 both magazines associated athletic titles with athletic photo images more often averaging 78.5% (Table 7.16). In 2004-08 of the athletic black female images both

magazines used athletic titles more often, however *Her Sports* had athletic titles accompanying athletic images 66.7% of the time leaving 33.3% of the athletic images with feminine titles while *Sports Illustrated 2004-08* had 76.5% athletic titles with athletic images (Table 7.17). Of the feminine black images in 2000-02 both magazines associated an athletic title with the feminine image more often, however, the magazine targeting male readers did so 100% of the time while the magazine targeting female reader, *Sports Illustrated for Women* did so only 65.8% of the time (Table 7.18). This suggests that feminine titles are associated more often with feminine images in magazines targeting female readers, perhaps because in society, the femininity of black female athletes is often disregarded and their athleticism supersedes. In 2004-08 once again both magazines utilized athletic titles most often for the black feminine images. However, in *Sports Illustrated 2004-08* there was a much smaller percentage of athletic titles associated with feminine images than in 2000-02 with only 66.7% as compared to 100% previously (Table 7.19). In *Her Sports* only 57.1% of the feminine image had athletic titles while 42.9% had feminine titles. Once again the fact that black female athletes are feminized more often in magazines targeting female readers through their titles suggests that the editors may think that the female audience needs to be convinced that black female athletes are in fact feminine and are not just animalistic aggressive athletes as Carty (2005) noted. Magazines targeting female readers may also be attempting to appeal to black female readers.

Looking at the caption categories all four magazines had the greatest percentage of captions in the athletic achievement category. In *Sports Illustrated 2000-02* there was 43.6%, in *Sports Illustrated for Women* there was 24.6% (Table 7.20), in *Sports Illustrated 2004-08*

there was 41.3% and in *Her Sports* there was 4.8% (Table 7.21). 4.8% is a small percentage however 82.3% of the captions dealt with categories that were irrelevant, *non-athlete related*, *sport/ non-athlete*, and *advertisement.* Combining the caption categories into athletic and feminine categories, in 2000-02 black female athletes had athletic captions more often in both magazines with 88.2% in *Sports Illustrated 2000-02* and 75.1% in *Sports Illustrated for Women* (Table 7.22). In 2004-08 the same trend occurred with 80% athletic captions in *Sports Illustrated 2004-08* and 60% in *Her Sports* (Table 7.23). While all four magazines had the greatest caption percentage in the athletic category, it is important to note that the feminine captions were more often associated with the magazines targeting female readers, more often so in 2004-08 with 40% feminine captions in *Her Sports.* When comparing the caption category to the photo image category of the feminine black images in 2000-02 both magazines featured athletic captions more often than *personal* captions for the feminine images (Table 7.24). Once again the more feminine captions were associated more often with the feminine images in the magazine targeting female readers. As was the case in 2004-08 when there was a significant difference between magazines and the title category for feminine images ($X^2 = 5.489$, df = 1, p = .019) (Table 7.25). Athletic captions were more often associated with feminine images in *Sports Illustrated 2004-08* (86.4%) while feminine captions accompanied feminine images most often in *Her Sports* (57.1%). For the athletic images in 2000-02 both magazines utilized athletic captions more often as opposed to feminine captions (Table 7.26). The comparison between athletic images and caption category in 2004-08 was difficult since there were only three athletic images in *Her Sports* featuring black female athletes (Table 7.27). Of those three images however, each of them

had an athletic caption, which differed from the feminine photo images. Of the athletic images in *Sports Illustrated 2004-08* 75% of them had an athletic caption and 25% had a feminine caption. Overall, black female athletes in both athletic and feminine images among all four magazines featured athletic captions more often than feminine captions.

Black female athletes were shown more often in individual sports in both magazines in 2000-02 (Table 7.28). In 2004-08 however, they were depicted more often in team sports in *Sports Illustrated 2004-08* (66.7%) and more often in individual sports in *Her Sports (*91.9%) (Table 7.29). The fact that black female athletes are shown in more team sports in the current issues of *Sports Illustrated 2004-08* portrays the idea that since black female athletes are characterized as aggressive and strong and as having a natural athletic ability their portrayal in team sports which are typically more aggressive and involve more contact than most of the individual sports is more acceptable among male readers.

Conclusion

This study focused on three variables, the race of the female athlete represented, the target audience of the magazine readership, and the time period, from 2000-02 or 2004-08. The study's content analysis revealed that regardless of time period black female athletes had fewer total images than white female athletes in all four sets of magazines, *Sports Illustrated 2000-02, Sports Illustrated for Women, Sports Illustrated 2004-08* and *Her Sports.* The greatest difference in the number of images compared by race appeared within the current magazine targeting female readers, *Her Sports,* with a ratio of 25 white female athletes to one black female athlete. This difference may be due to the type of sports and activities portrayed

within this magazine, focusing on individual activities such as running, swimming and biking. The ratio of white to black females suggests that a lot fewer black female athletes compete within these individual sports as compared to white female athletes. As for the other three magazines, the average ratio of white to black female athletes was about 4:1. Although the exact number of black and white female athletes competing at the professional level is unknown, this ratio representation seems closer to mimicking the actual black to white female ratio within society. So, while there were fewer black than white female athlete images found within *Sports Illustrated 2000-02, Sports Illustrated for Women* and *Sports Illustrated 2004-08*, the difference between racial representation in the magazines is not as significant since it seems to replicate the difference in the ratio of black to white female athletes competing among each other.

When evaluating the differences between races, magazine type and the photo images and their accompanying titles and captions, the most significant differences were found between the athletic and feminine photo images and the size of the image. In the magazines targeting male readers, both in 2000-02 and in 2004-08 white female athletes were shown in a greater number of images portraying their femininity while black female athletes were privileged to be shown more often as athletes. This finding seems to support white hegemony insofar as black female athletes are accepted as the more aggressive gender, and therefore can be recognized and acknowledged as athletic. However, when the size of the images was taken into account, the concept of white hegemony seemed to be contradicted: while black females enjoyed the greatest percentage of athletic images, white females enjoyed a greater percentage of larger athletic images. True, black female athletes had their fair share of large

athletic images covering one-to-two pages, but a greater percentage of their large images featured them in a feminine light. For example tennis stars Venus and Serena Williams were shown draped seductively in the American flag, laying on each other. While these portrayals occurred similarly in the past and present magazines targeting male readers, the only difference between racial representations within these two time periods in *Sports Illustrated* was found in the type of sport that black female athletes were shown participating in. In the earlier years both black and white female athletes were captured most often in individual sports, but in the current years, black female athletes were shown most often in team, contact sports, such as basketball, which seems to reinforce white hegemony since the black females were shown more often in aggressive sports. Yet, the average size of black female athletic images were comparatively smaller than those of white athletes; even though they were captured more often in aggressive contact sports, the size of these images often made them easy to overlook.

In *Sports Illustrated for Women* both white and black female athletes were shown more often in athletic images as compared to feminine images in. However, approximately 40% of both the black and white female images in this magazine portrayed the athlete in a feminine light suggesting that although it is a sports magazine, the target audience is women, who may appreciate seeing their favorite athletes off the field and living normal lives. It may make it easier for the female readers to relate to the female athletes if they are feminized. When the size of the images was evaluated, once again the larger images featured white female athletes athletically more often, while black female athletes were featured femininely a greater number of times in the larger images. This portrayal may be based on white

hegemony and the fact that since black female athletes are stereotyped as aggressive, their femininity may need to be reiterated for female readers since a black female athlete's femininity is often disregarded, as Carty (2005) had mentioned. Because as was noted before, black female athletes received fewer images in the magazine targeting male readers in both time periods and of their images, the larger one revealed their femininity as opposed to their athleticism. In the current magazine targeting female readers, *Her Sports,* white female athletes were shown more often in athletic images, while blacks were shown slightly more often in a feminine light. Now, although black females were shown only slightly more than whites in feminine images, black women received much fewer total images to begin with, with the ratio of 25:1 white to black female athletes. So the chance of seeing a black female athlete's image within *Her Sports* is slim, but of those that are shown, a greater percentage are depicted as feminine. While black females have a greater number of feminine images it is important to note that of the larger images both white and black female images in *Her Sports* feature the athletes in athletic photos. Overall, black female athletes have fewer images, and more that are feminine, but the largest images portray them within their sport or activity, since this magazine rarely depicts team sports.

Focusing on white female athletes, it was found that in the magazines targeting male readers they are feminized more often, and in the magazines targeting female readers they are portrayed athletically more frequently. It is important to note however, that while white female athletes enjoyed larger athletic images in all four magazines, within the magazines targeting male readers white female athletes were afforded a greater percentage of large athletic images with 93.8% in *Sports Illustrated 2000-02,* while in *Sports Illustrated 2004-08*

their percentage of large athletic images dropped to 55.6% meaning that white female athletes are being shown more often in larger feminine images within *Sports Illustrated* today than in the past. The opposite trend occurred within the magazines targeting female readers. The percentage of large athletic white female images increased from 50.9% in *Sports Illustrated for Women,* to 65.8% in *Her Sports* suggesting that female readers of the contemporary magazine may be more interested in seeing female athletic images as opposed to feminine images. While 40% of *Sports Illustrated for Women* portrayed their athletes in a feminine way, this may have been one reason for this magazines collapse. Conversely *Her Sports,* concentrating on the athletic appeal of female athletes over their femininity has been in publication for four years. For black female athletes it was found that their representation is increasing in numbers in the magazines targeting male readers, from 39 in 2000-02 to 61 in 2004-08. In the magazines targeting female readers however, black female athlete representation is diminishing quickly from 447 in 2000-02 to 87 in 2004-08. Again, this drop could be due to the type of sports covered in *Her Sports,* which rarely include any team sports and focus primarily on individual events and activities. It was found that black female athletes were shown more often in athletic images in the magazines targeting male readers and were captured more femininely in the magazines targeting female readers, which supports the perception that black female athletes are accepted as athletic so much so that their femininity is overlooked and must be reinforced in magazines targeting female readers. However, it is important to note that the percentage of black athletic images in the magazines targeting male readers is decreasing, revealing that black female athletes are being shown in a larger percentage of feminine images in today's magazines regardless of the target audience

as compared to the past magazines. This finding contradicts the idea of white hegemony or indicates that such hegemony may be changing. Especially in the larger images, black female athletes were featured most often in feminine images in *Sports Illustrated 2000-02, Sports Illustrated for Women* and *Sports Illustrated 2004-08.*

Overall, this study found that the race of the female athlete, and the gender of the targeted audience, does have an effect on the way female athletes are depicted in sports magazines. The greatest differences were found within the photo images themselves and the size of the image, as well as the type of sports covered. The titles and captions for both black and white female athletes discussed athletic attributes more often than feminine features in all four sets of magazines. The only difference found among the titles and captions was that the magazines targeting female readers were more apt to use feminine titles and captions describing the female athletes regardless of race as compared to those in magazines targeting male readers. This suggests that the male readers were thought to be attracted to the female's athletic talent and athletic descriptions while the female audience may be more interested in the personal life of the female athletes, and want to see how the athlete's life compares to their own.

Looking back at male and white hegemony, male hegemony was a factor, but in ways opposing white hegemony, meaning that in the male magazines white females were shown more often in feminine images, but they were most often small in size, while larger feminine images of black female athletes were portrayed, the race that was supposed to be more aggressive. True, black female athletes were shown predominantly in athletic images, but the size of them made them unimportant, while their feminine images were often the focus of the

page. Based on the size of the images in both *Sports Illustrated 2000-02 and Sport Illustrated 2004-08* and *Sports Illustrated for Women* it seems as though black female athletes are shown to be more feminine than white female athletes, which completely changes the concept of white hegemony.

As for the postfeminist, radical feminist debate, within these magazines the overt sexualizing of a female athlete was rarely presented, suggesting that perhaps female athletes have reached a stage in society where they are accepted more as athletes and don't have to resort to sexual poses.

Limitations and Future Studies

As there are with most studies, this study had limits. Being a content analysis the findings are attributed only to the content in the magazines, nothing about the audience and how they interpret the magazine images is known. While the targeted gender of the readership may be apparent it is less evident that the sports magazines target all races and that the editor's photo image decisions are based on white hegemony. It is also unknown why the editors show the female athletes in the ways that they do.

Another limitation was that the magazines targeting female readers were bimonthly magazines making up eight weeks in one magazine, while the *Sports Illustrated* issues were weekly magazines. A more accurate portrayal could look at eight *Sports Illustrated* magazines for each *Sports Illustrated for Women* or *Her Sports* magazine so that an equal length of time was evaluated giving a more accurate representation of female athletes in *Sports Illustrated*. This could be done within a future study.

Also a survey can be conducted to evaluate the demographic of the reading audience, at least for the current magazines to see who is reading the magazines and how they perceive the female athlete images based on race. A survey can also be sent to the editors to evaluate their reasoning behind selecting images, titles and captions to see if there is in fact a hegemonic basis behind the editors reasoning for portraying black and white female athletes in the way they do.

Also, since it was difficult to find a current sport magazine targeting female readers the study can be conducted within digital media such as the Internet. Online sports magazines targeting men and women can be analyzed for content to see if there is a difference in racial depictions as well. Lastly, the sports fields may not be the only area where female representation differs based on race and target audience, this study can be extended across many other areas of the publishing business as well.

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Appendices

Appendix 1:

Content Code Book:

On top on designated lines put Name and date of magazine issue.
total number of images involving males
total number of images involving females
total number of images involving both males and females
total number of images not involving people (other)

In the photograph column note the page number of the image and brief description for future reference.

Column one: Magazine looked at:
1.*Sports Illustrated for Women*
2. *Sports Illustrated 2000-02*
3. *Her Sports Magazine*
4. *Sports Illustrated 2004-08*

Column two: Date of magazine: input date: m/d/yr

* if the magazine is a bimonthly magazine note the two months and the year the magazine was issued

This section only pertains to only the female athlete images. Images of male athletes or others do not need to be analyzed.

Column three: Race of athlete in photograph (if known):
1. White athlete
2. Black athlete
3. Other athlete (Hispanic, Chinese)
4. White unknown
5. Black unknown
6. Non-athlete (Black)
7. Non-athlete (White)
8. Other unknown
9 Non-athlete (Other)
10. Unknown completely

(**If a female cannot be depicted by their photograph as being an athlete, in sports gear, out of sports gear, participating in their sport or not participating in their sport, coders should read the accompanying article to see if the female pictured is mentioned as an athlete, or her sport is mentioned. If not, the coders will mark**

the athlete is unknown and code the photograph in the same way they would for a known athlete (Salwen & Wood, 1994) For those female images where it is a celebrity or the coder clearly knows she is not an athlete the female will be coded as such and the coder will stop coding after the sport category, those images that show only part of the body and cannot be identified as white, black or other, should be coded as unknown and coded accordingly)

Column four: Size of image:
1. Cover Page
2. Two-page spread
3. One full page
4. Half page
5. Quarter of a page
6. Eighth of a page
7. Less than an eighth of a page
8. Other

Column five: Type of image:
1. Advertisement
2. Editorial/feature story
3. Tiny Aside (Blurb)
4. Cover Page
5. Table of contents

Column six: Sport type:
1.Individual
2.Team
3. Unknown (Sport type is not known)

(**Type of sport is based on the sport played, not if the athlete appeared in the photograph individually or with a team. e.g., a female basketball player who appears alone in a shot, would be classified as a team sport. Note, that track and field and tennis can be classified as both individual or team sports. (i.e. track relay races are classified as a team event, and tennis doubles- also a team**).

Column seven: Sport:
1. Basketball
2. Soccer
3. Swimming/diving
4. Track and field/cross country
5. Tennis/racquetball
6. Golf
7. Gymnastics
8. Hockey
9. Volleyball
10. Bicycling
11. Wrestling
12. Football

13. Lacrosse
14. Softball/baseball
15. Figure skating
16. Snow boarding/mountain boarding
17. Skiing
18. Boxing/kick boxing/karate
19. Crew/kayaking/sailing
20. Triathalon (any mixture of events)
21. Racing/motocross
22. Surfing/sky surfing
23. Curling
24. Rugby/squash
25. Speed skating/inline skating
26. Body building/weightlifting
27. Field Hockey
28. Bowling
29. Running
30. Climbing/hiking
31. Skateboarding
32. Equestrian/rodeo/polo
33 Archery/Shooting/Fishing
34**. FITNESS**
35 Other (please note on code sheet)
36.Unknown (sport is unknown)

(***For any image that was coded as fitness, stop at this step, this study is not interested in how female (athletes) are portrayed doing a fitness workout.)**

Column eight: Photographic image categorization:

1. Athletic action
2. Dressed but Poised and pretty
3. Non-sport setting
4. Sexually suggestive
5. Athletic non-action
6. Partial Image (Only Part of body)
7. Sports setting/non athletic

(Categories are described as follows:

- ***Athletic action***: Female(s) actively engaging in a sport and dressed in athletic apparel (e.g., photograph of athlete in game action).
- ***Dressed but poised and pretty***: Female(s) dressed in athletic apparel but posed for the photograph. Person(s) not engaged in athletic activity (e.g., group shot of team, or individual shot).

- ***Non-sport Setting***: Female(s) dressed in non-athletic apparel and photographed in a non-athletic setting (e.g., photograph of athlete at home with family, in a non-sport location such as the beach, restaurant, awards banquet etc.).
- ***Sexually suggestive***: Female(s) dressed provocatively or photographed in such a way as to focus solely on sexual attributes (e.g., photograph framed on athlete's breasts, athlete posed with a sexual gaze). (Fink & Kensicki, 2002 p. 325).
- ***Athletic non-action***: Female(s) dressed in athletic apparel in a game setting, but not engaged in athletic activity, and not posing (e.g., photograph of athlete during a game, whipping sweat off their face, holding a trophy, or on the sidelines).
- ***Partial Image*****:** Only part of the female athlete is shown. Any part of her body except a head shot (e.g., photograph of an athletes leg.)
- ***Sports Setting/Non-Athletic****:* Female(s) not dressed in sports attire but is in a sport setting (e.g., photograph of an athlete in a dress on the tennis court)

Column nine: Size of title:
1. Smaller than ½ inch
2. Larger than ½ inch, smaller than 1 inch
3. Larger than 1 inch

Column ten: type of caption:
1. Quotation from the athlete
2. Quotation from the author of the article
3. Quotation from a family member/boyfriend/fans
4. Quotation from a teammate/coach/judge
5. Statement about image/athlete
6. None
7. Advertisement (Only about product)
8. Statement about the story, not the image/athlete

9 Other

Column eleven: Content of title category:
1. Personal
2. Fashion
3. Athletic intelligence
4. Athletic unintelligence
5. Non-athlete related
6. Sport/non-athlete
7. Athlete identification
8. Athletic descriptor
9. Athletic achievements
10. Female reference
11. Sexual preference
12. Appearance/sexuality

13. Athletic inability/failure
14. Advertisement (about product only)
15. None
16. Other

Column twelve: Content of caption Category 1. Personal
2. Fashion
3. Athletic intelligence
4. Athletic unintelligence
5. Non-athlete related
6. Sport/non-athlete
7. Athlete identification
8. Athletic descriptor
9. Athletic achievements
10. Female reference
11. Sexual preference
12. Appearance/sexuality
13. Athletic inability/failure
14. Advertisement (about product only)
15. None
16. Other

Categories for these two sections are described as follows:

- ***Personal***: caption/title describing the non-athletic portion of a female athlete's life (e.g., mention of athlete's family or boyfriend, school, occupation, injury etc.).
- ***Fashion*****:** caption/title detailing clothing or makeup (e.g., mention of new line of jogging attire, clothes worn). (Fink & Kensicki, 2002, p. 326).
- *Athletic intelligence*: caption/title describing player's athletic smarts/knowledge (e.g., Knowledge to make that move, mentality, etc.)
- ***Athletic unintelligent*****:** caption/title describing athlete's lack of knowledge (e.g., lack of mentality, stupidity, etc.).
- ***Non-athlete related***: caption/title that does not make a statement about an athlete or their sport (e.g., an image featuring the athlete, not focused on their athleticism- making a statement that has nothing to do with the athlete or the sport they participate in).
- ***Sport/Non-athlete****:* caption/title discussing overall sport, not individual athlete or team members (e.g., 2007 world cup softball: USA Vs. Japan).
- ***Athlete identification***: caption/title giving athletes name, hometown information and sport played only (e.g., Caroline Cochran Annapolis, MD, Lacrosse).
- ***Athletic power/strength/masculine features***: caption/title describing an athlete using powerful, dominating terms (e.g., Venus almighty, the athlete's size, leg strength, stamina etc.).

- ***Athletic achievement/ability****:* caption/title describing an athlete's accomplishments (e.g., medals received, honors won, titles secured, records set).
- ***Female reference***: caption/title describing an athlete or female team using female traits or stereotypes (e.g., when a female basketball team in action is titled- home cooking, ice princess etc.).
- ***Sexual preference***: caption/title discussing an athlete's sexual preference or sexuality (e.g., you see a cutie in the stands whom you met at a party last night- implies player is heterosexual).
- ***Appearance/sexuality****:* caption/title describing the way an athlete looks or describes a single body part concentrating on femininity (e.g., Long legs, painted fingernails, long pony-tale hair).
- ***Athletic Inability/Failure****:* caption/title describing how an athlete lost a game, was arrested for criminal activity, let their team down, was a disappointment (e.g.She came from behind only to lose at the last second)
- ***Advertisement:*** Caption/title talks about a product or service only, doesn't mention the athlete or sport. (Nike, Shebeest athletic wear, etc)
- ***None***: (the photograph/image of the female athletes does not have a title (caption)).
- ***Other*****:** caption/title does not fit any of the other categories

Appendix 1.1 : Content Code Sheet:

Name of Magazine________________________ DATE ISSUED____________________________										
Total Female images_________ Total Male images________ Total male and female images________ Total other______________										
Photo page # /description	Race	Image Size	Type of image	Sport Type	Sport	Photo image categ.	Title Size	Type of caption	title categ.	Caption Categ.

Appendix: Tables:

2.0: Breakdown of Photo image, Title, and Caption Category Combinations:

PHOTO IMAGE BREAKDOWN:

- Athletic Photo Image Category Combines the Categories- Athletic Action and Athletic Non-Action
- Feminine Photo Image Category Combines the Categories- Dressed But Poised and Pretty, Non-Sports Setting, Sexually Suggestive and Sport Setting Non-Athletic

TITLE AND CAPTION CATEGORY BREAKDOWN:

- Athletic Title and Athletic Caption Category Combines the Categories – Athlete Identification, Athletic Descriptor, Athletic Achievement, and Athletic Inability
- Feminine Title and Feminine Caption Category Combines the Categories – Personal, Fashion, Female Reference, Sexual Preference, and Appearance/Sexuality

Table 2.1: Sports Illustrated 2000-02- Photo Image Breakdown – Black Athlete V. White Athlete:

Race * photo image category Crosstabulation

			Photo image category						
			N/a	athletic action	dressed but poised and pretty	non-sport setting	sexually suggestive	athletic non action	Total
Race	white athlete	Count	1	48	15	54	6	17	141
		% within Race	.7%	34.0%	10.6%	38.3%	4.3%	12.1%	100.0%
	black athlete	Count	0	23	3	6	2	5	39
		% within Race	.0%	59.0%	7.7%	15.4%	5.1%	12.8%	100.0%
	Total	Count	1	71	18	60	8	22	180
		% within Race	.6%	39.4%	10.0%	33.3%	4.4%	12.2%	100.0%

Table 2.2: Sports Illustrated 2000-02- Athletic Photo Image V. Feminine Photo Image- Black V. White:

Variable * menwom Crosstabulation

			race		
			black	white	Total
Variable	Athletic photo image	Count	28	65	93
		% within race	71.8%	46.4%	52.0%
	Feminine photo image	Count	11	75	86
		% within race	28.2%	53.6%	48.0%
	Total	Count	39	140	179
		% within race	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	7.863[a]	1	.005		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 18.74.

Table 2.3: Sports Illustrated 2000-02 Image Size 8th of a Page or Less- Athletic V. Feminine photo image- Black V. White:

variable * menwom Crosstabulation

			Race		
			black	white	Total
variable	8th of a page or less athletic	Count	9	28	37
		% within race	60.0%	28.0%	32.2%
	8th of a page or less feminine	Count	6	72	78
		% within race	40.0%	72.0%	67.8%
	Total	Count	15	100	115
		% within race	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	6.121[a]	1	.013		

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 4.83.

Table 2.4: Sports Illustrated 2000-02- Image Size 1-2 Page Athletic V. Feminine Photo Image – Black V. White:

variable * menwom Crosstabulation

			Race		
			black	white	Total
variable	1-2 page athletic	Count	4	15	19
		% within race	44.4%	93.8%	76.0%
	1-2 page feminine	Count	5	1	6
		% within race	55.6%	6.2%	24.0%
	Total	Count	9	16	25
		% within race	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	7.677[a]	1	.006		

a. 2 cells (50.0%) have expected count less than 5. The minimum expected count is 2.16.

Table 2.5: Sports Illustrated 2000-02 – Title Category Breakdown- Black V. White Athlete Race * title category Crosstabulation

			Title category													
			n/a	Person-al	Fash-ion	Non-athlete related	sport/ non-athlete	Athletic identifi-cation	athletic descrip-tor	athletic achieve-ments	Female ref-erence	Appear-ance/ sexuality	Athletic inability failure	Advertise-ment	none	Total
Race	white athlete	Count	1	1	3	28	8	58	4	17	1	1	2	15	2	141
		% within Race	.7%	.7%	2.1%	19.9%	5.7%	41.1%	2.8%	12.1%	.7%	.7%	1.4%	10.6%	1.4%	100.0%
	black athlete	Count	0	1	0	10	7	7	6	4	2	0	0	2	0	39
		% within Race	.0%	2.6%	.0%	25.6%	17.9%	17.9%	15.4%	10.3%	5.1%	.0%	.0%	5.1%	.0%	100.0%
	Total	Count	1	2	3	38	15	65	10	21	3	1	2	17	2	180
		% within Race	.6%	1.1%	1.7%	21.1%	8.3%	36.1%	5.6%	11.7%	1.7%	.6%	1.1%	9.4%	1.1%	100.0%

Table 2.6: Sports Illustrated 2000-02 – Title Category- Athletic V. Feminine Photo Image- Black V. White:

variable * menwom Crosstabulation

			Race		
			black	white	Total
Variable	Athletic title category	Count	17	81	98
		% within race	85.0%	93.1%	91.6%
	Feminine title category	Count	3	6	9
		% within race	15.0%	6.9%	8.4%
	Total	Count	20	87	107
		% within race	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1.386[a]	1	.239		

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 1.68.

Table 2.7: Sports Illustrated 2000-02- Title Category V. Feminine Photo Image- Black V. White:

variable * menwom Crosstabulation

			Race		
			Black	white	Total
variable	Feminine Title and feminine photo image	Count	0	4	4
		% within race	.0%	7.1%	6.3%
	Athletic title and feminine photo image	Count	7	52	59
		% within race	100.0%	92.9%	93.7%
	Total	Count	7	56	63
		% within race	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.534[a]	1	.465		

a. 2 cells (50.0%) have expected count less than 5. The minimum expected count is .44.

Table 2.8: Sports Illustrated 2000-02- Title Category V. Athletic Photo Image- Black V. White:

Variable * menwom Crosstabulation

			race		
			black	white	Total
Variable	Feminine Title and athletic photo image	Count	3	4	7
		% within race	23.1%	12.1%	15.2%
	Athletic title and athletic photo image	Count	10	29	39
		% within race	76.9%	87.9%	84.8%
	Total	Count	13	33	46
		% within race	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.868[a]	1	.352		

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 1.98.

Table 2.9: Sports Illustrated 2000-02- Caption Category Breakdown – Black V. White Athlete: Race * caption category Crosstabulation

			caption category													
			n/a	personal	fashion	Athletic unintelli-gence	sport/ non athlete	athlete identifi-cation	athlete descriptor	athlete achieve-ments	female reference	Appear-ance/ sexuality	athletic inability/ failure	Advertise-ment	none	Total
Race	white athlete	Count	1	7	1	1	4	36	4	66	2	3	8	7	1	141
		% within Race	.7%	5.0%	.7%	.7%	2.8%	25.5%	2.8%	46.8%	1.4%	2.1%	5.7%	5.0%	.7%	100.0%
	black athlete	Count	0	4	0	0	3	9	4	17	0	0	0	2	0	39
		% within Race	.0%	10.3%	.0%	.0%	7.7%	23.1%	10.3%	43.6%	.0%	.0%	.0%	5.1%	.0%	100.0%
	Total	Count	1	11	1	1	7	45	8	83	2	3	8	9	1	180
		% within Race	.6%	6.1%	.6%	.6%	3.9%	25.0%	4.4%	46.1%	1.1%	1.7%	4.4%	5.0%	.6%	100.0%

Table 2.10: Sports Illustrated 2000-02- Athletic V. Feminine Caption Category - Black V. White:

variable * menwom Crosstabulation

			Race		
			Black	white	Total
variable	Athletic caption category	Count	30	114	144
		% within race	88.2%	89.8%	89.4%
	Feminine caption category	Count	4	13	17
		% within race	11.8%	10.2%	10.6%
	Total	Count	34	127	161
		% within race	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.066[a]	1	.797		

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 3.59.

Table 2.11: Sports Illustrated 2000-02- Caption Category V. Feminine Photo Image- Black V. White:

variable * menwom Crosstabulation

			Race		
			black	white	Total
variable	Feminine Caption and feminine photo image	Count	1	9	10
		% within race	11.1%	12.7%	12.5%
	Athletic caption and feminine photo image	Count	8	62	70
		% within race	88.9%	87.3%	87.5%
	Total	Count	9	71	80
		% within race	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.018[a]	1	.894		

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 1.13.

Table 2.12: Sports Illustrated 2000-02- Caption Category V. Athletic Photo Image- Black V. White:

variable * menwom Crosstabulation

			race		
			Black	white	Total
variable	Feminine Caption and athletic Photo image	Count	3	4	7
		% within race	12.0%	7.1%	8.6%
	Athletic caption and athletic photo image	Count	22	52	74
		% within race	88.0%	92.9%	91.4%
	Total	Count	25	56	81
		% within race	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.516[a]	1	.472		

a. 2 cells (50.0%) have expected count less than 5. The minimum expected count is 2.16.

Table 2.13: Sports Illustrated 2000-02- Sport Type- Individual V. Team Breakdown – Black V. White Athlete:

Sport Type * Race Crosstabulation

			Race		
			white athlete	black athlete	Total
Sport Type	N/A	Count	1	0	1
		% within Race	.7%	.0%	.6%
	Individual sport	Count	88	30	118
		% within Race	62.4%	76.9%	65.6%
	Team sport	Count	52	9	61
		% within Race	36.9%	23.1%	33.9%
	Total	Count	141	39	180
		% within Race	100.0%	100.0%	100.0%

Table 2.14:

Black Sport Breakdown – Sports Illustrated 2000-02		
Sport	**Count**	**Percent**
Basketball	4	10.3%
Soccer	1	2.6%
Track and Field/Cross Country	15	38.5%
Tennis/racquetball	14	35.9%
Gymnastics	2	5.1%
Figure Skating	2	5.1%
Other	1	2.5%
TOTAL	**39**	**100%**

Table 2.15:

White Sport Breakdown- Sports Illustrated 2000-02		
Sport	**Count**	**Percent**
Basketball	7	4.9%
Soccer	7	4.9%
Swimming/Diving	17	9.9%
Track and Field/Cross Country	4	4.9%
Tennis/Racquetball	19	13.5%
Golf	10	7.1%
Gymnastics	3	2.1%
Hockey	2	1.4%
Volleyball	8	5.7%
Bicycling	7	4.9%
Football	1	.7%
Lacrosse	6	4.3%
Softball/Baseball	8	5.7%
Figure Skating	8	5.7%
Skiing	4	4.9%
Boxing/Kickboxing/Karate	1	.7%
Racing/Motocross	1	.7%
Rugby	1	.7%
Body Building/Weightlifting	2	1.4%
Field Hockey	7	4.9%
Bowling	1	.7%
Running	2	1.4%
Climbing/Hiking	1	.7%
Equestrian	5	3.5%
Archery/Shooting	1	.7%
Unknown	1	.7%
Other	7	4.9%
TOTAL	**141**	**100%**

Table 3.1: Sports Illustrated for Women- Photo Image Breakdown – Black V. White Athlete: Race * photo image category Crosstabulation

			photo image category								
			N/a	athletic action	dressed but poised and pretty	non-sport setting	sexually suggestive	athletic non action	partial image	sport setting non athletic	Total
Race	white athlete	Count	125	791	402	324	32	356	6	8	2044
		% within Race	6.1%	38.7%	19.7%	15.9%	1.6%	17.4%	.3%	.4%	100.0%
	black athlete	Count	47	150	70	81	15	83	0	1	447
		% within Race	10.5%	33.6%	15.7%	18.1%	3.4%	18.6%	.0%	.2%	100.0%
	Total	Count	172	941	472	405	47	439	6	9	2491
		% within Race	6.9%	37.8%	18.9%	16.3%	1.9%	17.6%	.2%	.4%	100.0%

Table 3.2: Sports Illustrated for Women: Athletic Action Photo Image V. Sexually Suggestive Photo Image- Black V. White:

variable * menwom Crosstabulation

			Race		
			black	white	Total
Variable	Athletic action photo image	Count	150	791	941
		% within race	90.9%	96.1%	95.2%
	Sexually suggestive photo image	Count	15	32	47
		% within race	9.1%	3.9%	4.8%
	Total	Count	165	823	988
		% within race	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	8.211[a]	1	.004		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 7.85.

Table 3.3: Sports Illustrated for Women- Athletic Photo Images V. Feminine Photo Images- Black V. White:

Variable * menwom Crosstabulation

			Race		
			black	white	Total
Variable	Athletic photo images	Count	233	1147	1380
		% within race	58.2%	60.0%	59.7%
	Feminine photo images	Count	167	766	933
		% within race	41.8%	40.0%	40.3%
	Total	Count	400	1913	2313
		% within race	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.401[a]	1	.527		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 161.35.

Table 3.4: Sports Illustrated for Women – Image Size- 1-2 Page- Athletic V. Feminine Photo Image – Black V. White Athlete:

variable * menwom Crosstabulation

			race		
			black	white	Total
Variable	1-2 page athletic	Count	28	140	168
		% within race	36.4%	50.9%	47.7%
	1-2 page feminized	Count	49	135	184
		% within race	63.6%	49.1%	52.3%
	Total	Count	77	275	352
		% within race	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	5.101[a]	1	.024		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 36.75.

Table 3.5: Sports Illustrated for Women – Image Size – ¼- ½ Page – Athletic V. Feminine Photo Image- Black V. White Athlete:

Variable * menwom Crosstabulation

			race		
			black	white	Total
variable	1/4-1/2 page athletic	Count	23	287	310
		% within race	38.3%	66.9%	63.4%
	1/4-1/2 page feminized	Count	37	142	179
		% within race	61.7%	33.1%	36.6%
	Total	Count	60	429	489
		% within race	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	18.510[a]	1	.000		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 21.96.

Table 3.6: Sports Illustrated for Women- Title Category Breakdown – Black V. White Athlete: Race * title category Crosstabulation

			title category															
			n/a	Person-al	Fash-ion	athletic intelli-gence	non-athlete related	sport/ non-athlete	athletic identi-fication	athletic descrip-tor	athletic achieve-ments	female ref-erence	Sexual pref-erence	Appear-ance/ sexuality	athletic inability failure	Adver-tise-ment	none	Total
Race	white athlete	Count	125	47	31	10	470	478	353	95	53	55	9	26	16	227	49	2044
		% within Race	6.1%	2.3%	1.5%	.5%	23.0%	23.4%	17.3%	4.6%	2.6%	2.7%	.4%	1.3%	.8%	11.1%	2.4%	100.0 %
	black athlete	Count	47	20	6	0	118	56	62	38	24	5	2	13	4	47	5	447
		% within Race	10.5 %	4.5%	1.3%	.0%	26.4%	12.5%	13.9%	8.5%	5.4%	1.1%	.4%	2.9%	.9%	10.5%	1.1%	100.0 %
	Total	Count	172	67	37	10	588	534	415	133	77	60	11	39	20	274	54	2491
		% within Race	6.9%	2.7%	1.5%	.4%	23.6%	21.4%	16.7%	5.3%	3.1%	2.4%	.4%	1.6%	.8%	11.0%	2.2%	100.0 %

Table 3.7: Sports Illustrated for Women- Athletic V. Feminie Title category- Black V. White:

variable * menwom Crosstabulation

			Race		
			black	white	Total
Variable	Athletic title categories	Count	128	527	655
		% within race	73.6%	75.8%	75.4%
	Feminine title categories	Count	46	168	214
		% within race	26.4%	24.2%	24.6%
	Total	Count	174	695	869
		% within race	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.384[a]	1	.535		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 42.85.

Table 3.8: Sports Illustrated for Women – Title Category V. Feminine Photo Image – Black V. White Athlete:

variable * menwom Crosstabulation

			Race		
			black	white	Total
variable	Athletic title and feminine photo image	Count	52	257	309
		% within race	48.1%	74.7%	68.4%
	Feminine title and feminine photo image	Count	56	87	143
		% within race	51.9%	25.3%	31.6%
	Total	Count	108	344	452
		% within race	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	26.811[a]	1	.000		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 34.17.

Table 3.9: Sports Illustrated for Women- Title Category V. Athletic Photo Image- Black V. White Athlete:

variable * menwom Crosstabulation

			race		
			black	white	Total
variable	Athletic title and athletic photo image	Count	76	260	336
		% within race	80.0%	76.2%	77.1%
	Feminine title and athletic photo image	Count	19	81	100
		% within race	20.0%	23.8%	22.9%
	Total	Count	95	341	436
		% within race	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.592[a]	1	.442		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 21.79.

Table 3.10: Sports Illustrated for Women- Caption Category Breakdown Black V. White Athlete: Race * caption category Crosstabulation

		caption category																
		n/a	Person-al	Fash-ion	athletic intelli-gence	non-athlete related	sport/ non athlete	Athlete identi-fication	athlete descrip-tor	athlete achieve-ments	female ref-erence	sexual prefe-rence	Appear-ance/ sexuality	athletic inability/ failure	Adver-tise-ment	none	other	Total
Race white athlete	Count	125	198	59	3	57	210	400	106	529	16	7	35	40	184	74	1	2044
	% within Race	6.1%	9.7%	2.9%	.1%	2.8%	10.3%	19.6%	5.2%	25.9%	.8%	.3%	1.7%	2.0%	9.0%	3.6%	.0%	100.0%
black athlete	Count	47	45	13	0	12	25	90	26	110	8	0	11	6	47	7	0	447
	% within Race	10.5%	10.1%	2.9%	.0%	2.7%	5.6%	20.1%	5.8%	24.6%	1.8%	.0%	2.5%	1.3%	10.5%	1.6%	.0%	100.0%
Total	Count	172	243	72	3	69	235	490	132	639	24	7	46	46	231	81	1	2491
	% within Race	6.9%	9.8%	2.9%	.1%	2.8%	9.4%	19.7%	5.3%	25.7%	1.0%	.3%	1.8%	1.8%	9.3%	3.3%	.0%	100.0%

Table 3.11: Sports Illustrated for Women- Athletic V. Feminine Caption Category- Black V. White Athlete:

variable * menwom Crosstabulation

			Race		
			Black	white	Total
variable	Athletic caption category	Count	232	1075	1307
		% within race	75.1%	77.3%	76.9%
	Feminine caption category	Count	77	315	392
		% within race	24.9%	22.7%	23.1%
	Total	Count	309	1390	1699
		% within race	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.726[a]	1	.394		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 71.29.

Table 3.12: Sports Illustrated for Women – Caption Category V. Athletic Photo Image- Black V. White Athlete:

variable * menwom Crosstabulation

			race		
			black	white	Total
Variable	Feminine caption and athletic photo image	Count	35	125	160
		% within race	20.2%	16.1%	16.8%
	Athletic caption and athletic photo image	Count	138	652	790
		% within race	79.8%	83.9%	83.2%
	Total	Count	173	777	950
		% within race	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1.735[a]	1	.188		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 29.14.

Table 3.13: Sports Illustrated for Women- Caption Category V. Feminine Photo Image- Black V. White Athlete:

variable * menwom Crosstabulation

			race		
			Black	white	Total
variable	Feminine Caption and feminine photo image	Count	42	190	232
		% within race	30.9%	31.1%	31.1%
	Athletic caption and feminine photo image	Count	94	420	514
		% within race	69.1%	68.9%	68.9%
	Total	Count	136	610	746
		% within race	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.004[a]	1	.952		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 42.29.

Table 3.14: Sports Illustrated for Women – Sport Type Category Individual V. Team- Black V. White Athlete:

whiteblack * Sport Type Crosstabulation

		Sport Type				
		N/A	individual	team	unknown	Total
race white	Count	1	1430	605	17	2053
	% within race	.0%	69.7%	29.5%	.8%	100.0%
	% within Sport Type	100.0%	86.4%	73.8%	73.9%	82.1%
black	Count	0	226	215	6	447
	% within race	.0%	50.6%	48.1%	1.3%	100.0%
	% within Sport Type	.0%	13.6%	26.2%	26.1%	17.9%
Total	Count	1	1656	820	23	2500
	% within race	.0%	66.2%	32.8%	.9%	100.0%
	% within Sport Type	100.0%	100.0%	100.0%	100.0%	100.0%

Table 3.15:

Black Sport Breakdown – Sports Illustrated for Women		
Sport	**Count**	**Percent**
Basketball	163	36.5%
Soccer	15	3.4%
Swimming/Diving	1	.2%
Track and Field/Cross Country	89	19.9%
Tennis/Racquetball	40	8.9%
Golf	1	.2%
Gymnastics	8	1.8%
Volleyball	10	2.2%
Wrestling	3	.7%
Football	4	.9%
Softball/Baseball	5	1.1%
Figure Skating	1	.2%
Skiing	1	.2%
Boxing/Kickboxing/Karate	20	4.5%
Crew/Kayaking/Sailing	1	.2%
Triathlon/Mixture	11	2.5%
Speed Skating/Inline Skating	3	.7%
Body Building/Weightlifting	7	1.6%
Running	3	,7%
Fitness	46	10.3%
Unknown	26	5.8%
Other	9	2.0%
TOTAL	**447**	**100%**

Table 3.16:

White Sport Breakdown – Sports Illustrated for Women		
Sport	**Count**	**Percent**
Basketball	121	5.9%
Soccer	162	7.9%
Swimming/Diving	89	4.3%
Track and Field/Cross Country	57	2.8%
Tennis Racquetball	132	6.5%
Golf	60	2.9%
Gymnastics	23	1.1%
Hockey	61	3.0%
Volleyball	35	1.7%
Bicycling	75	3.7%
Wrestling	6	.3%
Football	24	1.2%
Lacrosse	24	1.2%
Softball/Baseball	54	2.6%
Figure Skating	56	2.7%
Archery/Shooting	9	.4%
Snowboard	66	3.2%
Skiing	67	3.3%
Boxing/Kickboxing/Karate	37	1.8%
Crew/Kayaking/Sailing	51	2.5%
Triathlon/Mixture	137	6.7%
Racing/Motocross	45	2.2%
Surfing	106	5.2%
Rugby	10	.5%
Speed Skating/Inline Skating	25	1.2%
Body Building/Weightlifting	17	.8%
Field Hockey	17	.8%
Bowling	6	.3%
Running	90	4.4%
Climbing/Hiking	80	3.9%
Skateboard	18	.9%
Equestrian	28	1.4%
Fitness	123	6.0%
Other	114	5.6%
Unknown	26	1.3%
N/A	2	.1%
TOTAL	**2044**	**100%**

Table 4.1: Sports Illustrated 2004-08- Photo Image Category Breakdown- Black V. White: whiteblack * photo image category Crosstabulation

			photo image category							
			athletic action	dressed but poised and pretty	Non-sport setting	sexually suggestive	athletic non action	partial image	sport setting/not athletic	Total
race	white	Count	75	29	93	7	36	0	1	241
		% within race	31.1%	12.0%	38.6%	2.9%	14.9%	.0%	.4%	100.0%
	black	Count	32	3	20	0	7	1	0	63
		% within race	50.8%	4.8%	31.7%	.0%	11.1%	1.6%	.0%	100.0%
	Total	Count	107	32	113	7	43	1	1	304
		% within race	35.2%	10.5%	37.2%	2.3%	14.1%	.3%	.3%	100.0%

Table 4.2: Sports Illustrated 2004-08 Athletic photo image V. Feminine Photo Image- Black V. White Athlete:

Variable * menwom Crosstabulation

			Race		
			black	white	Total
Variable	Athletic photo image	Count	39	111	150
		% within race	62.9%	46.1%	49.5%
	Feminine photo image	Count	23	130	153
		% within race	37.1%	53.9%	50.5%
	Total	Count	62	241	303
		% within race	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	5.598[a]	1	.018		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 30.69.

Table 4.3: Sports Illustrated 2004-08- Image Size –1-2 Page Athletic V. Feminine Photo Image- Black V. White Athlete:

variable * menwom Crosstabulation

			race		
			black	white	Total
variable	1-2 page athletic	Count	1	15	16
		% within race	33.3%	55.6%	53.3%
	1-2 page feminine	Count	2	12	14
		% within race	66.7%	44.4%	46.7%
	Total	Count	3	27	30
		% within race	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.536[a]	1	.464		

a. 2 cells (50.0%) have expected count less than 5. The minimum expected count is 1.40.

Table 4.4: Sports Illustrated 2004-08 – Image Size- 8th of a Page or Less- Athletic V. Feminine Photo Image: Black V. White Athlete:

variable * menwom Crosstabulation

			Race		
			black	white	Total
Variable	8th or less page athletic	Count	27	82	109
		% within race	58.7%	42.3%	45.4%
	8th or less page feminine	Count	19	112	131
		% within race	41.3%	57.7%	54.6%
	Total	Count	46	194	240
		% within race	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	4.048[a]	1	.044		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 20.89.

Table 4.5: Sports Illustrated 2004-08 Title Category Breakdown Black V. White Athlete: whiteblack * title category Crosstabulation

			title category														
			Person-al	Fash-ion	athletic intelli-gence	Athletic unintelli-gence	non-athlete related	Sport /non athlete	athlete identi-fication	athletic descrip-tor	athletic achieve-ment	female ref-erence	sexual pref-erence	Appear-ance/ sexuality	athlete inability	Adver-tise-ment	none	Total
race	white	Count	8	0	0	1	54	31	90	12	10	1	1	1	2	25	5	241
		% within race	3.3%	.0%	.0%	.4%	22.4%	12.9%	37.3%	5.0%	4.1%	.4%	.4%	.4%	.8%	10.4%	2.1%	100.0%
	black	Count	4	1	1	0	11	7	26	2	2	2	0	0	3	3	1	63
		% within race	6.3%	1.6%	1.6%	.0%	17.5%	11.1%	41.3%	3.2%	3.2%	3.2%	.0%	.0%	4.8%	4.8%	1.6%	100.0%
	Total	Count	12	1	1	1	65	38	116	14	12	3	1	1	5	28	6	304
		% within race	3.9%	.3%	.3%	.3%	21.4%	12.5%	38.2%	4.6%	3.9%	1.0%	.3%	.3%	1.6%	9.2%	2.0%	100.0%

Table 4.6: Sports Illustrated 2004-08 Athletic Title Category V. Feminine Title Category Black V. White Athlete:

variable * menwom Crosstabulation

			Race		
			black	white	Total
Variable	Athletic title category	Count	33	114	147
		% within race	82.5%	91.2%	89.1%
	Feminine title category	Count	7	11	18
		% within race	17.5%	8.8%	10.9%
	Total	Count	40	125	165
		% within race	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	2.360[a]	1	.124		

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 4.36.

Table 4.7: Sports Illustrated 2004-08 Title Category V. Feminine Photo Image- Black V. White Athlete:

variable * menwom Crosstabulation

			race		
			Black	white	Total
Variable	Athletic title and feminine photo image	Count	6	93	99
		% within race	66.7%	97.9%	95.2%
	Feminine title and feminine photo image	Count	3	2	5
		% within race	33.3%	2.1%	4.8%
	Total	Count	9	95	104
		% within race	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	17.518[a]	1	.000		

a. 2 cells (50.0%) have expected count less than 5. The minimum expected count is .43.

Table 4.8: Sports Illustrated 2004-08 Title Category V. Athletic Photo Image- Black V. White Athlete:

variable * menwom Crosstabulation

			Race		
			black	white	Total
variable	Athletic title and athletic photo image	Count	13	21	34
		% within race	76.5%	72.4%	73.9%
	Feminine title and athletic photo image	Count	4	8	12
		% within race	23.5%	27.6%	26.1%
	Total	Count	17	29	46
		% within race	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.091[a]	1	.762		

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 4.43.

Table 4.9: Sports Illustrated 2004-08 Caption Category Breakdown Black V. White Athlete: whiteblack * caption category Crosstabulation

			caption category											
			personal	Non-athlete related	sport/ non athletic	athlete identi-fication	athletic descrip-tor	athletic achieve-ments	female reference	appearance/ sexuality	athletic inability	Adver-tise-ment	none	Total
race	white	Count	17	8	22	22	13	121	2	7	12	17	0	241
		% within race	7.1%	3.3%	9.1%	9.1%	5.4%	50.2%	.8%	2.9%	5.0%	7.1%	.0%	100.0%
	black	Count	10	3	0	7	11	26	1	0	0	4	1	63
		% within race	15.9%	4.8%	.0%	11.1%	17.5%	41.3%	1.6%	.0%	.0%	6.3%	1.6%	100.0%
	Total	Count	27	11	22	29	24	147	3	7	12	21	1	304
		% within race	8.9%	3.6%	7.2%	9.5%	7.9%	48.4%	1.0%	2.3%	3.9%	6.9%	.3%	100.0%

Table 4.10: Sports Illustrated 2004-08 Athletic Caption Category V. Feminine Caption Category Black V. White Athlete:

variable * menwom Crosstabulation

			Race		
			Black	White	Total
variable	Athletic caption category	Count	44	168	212
		% within race	80.0%	86.6%	85.1%
	Feminine caption category	Count	11	26	37
		% within race	20.0%	13.4%	14.9%
	Total	Count	55	194	249
		% within race	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1.474[a]	1	.225		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 8.17.

Table 4.11: Sports Illustrated 2004-08 Caption V. Athletic Photo Image –Black V. White Athlete:

variable * menwom Crosstabulation

			Race		
			black	White	Total
variable	Athletic caption and athletic photo image	Count	24	64	88
		% within race	75.0%	84.2%	81.5%
	Feminine caption and athletic photo image	Count	8	12	20
		% within race	25.0%	15.8%	18.5%
	Total	Count	32	76	108
		% within race	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1.266[a]	1	.261		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 5.93.

Table 4.12: Sports Illustrated 2004-08 Caption Category V. Feminine Photo Image- Black V. White Athlete:

variable * menwom Crosstabulation

			Race		
			black	White	Total
variable	athletic caption and feminine photo image	Count	19	104	123
		% within race	86.4%	88.1%	87.9%
	Feminine caption and feminine photo image	Count	3	14	17
		% within race	13.6%	11.9%	12.1%
	Total	Count	22	118	140
		% within race	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.055[a]	1	.815		

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 2.67.

Table 4.13: Sports Illustrated 2004-08 – Sport Type Category- Black V. White:

Sport Type * Race Crosstabulation

			Race		
			white athlete	black athlete	Total
Sport Type	individual	Count	142	20	162
		% within Sport Type	87.7%	12.3%	100.0%
		% within Race	60.4%	32.8%	54.7%
	team	Count	93	41	134
		% within Sport Type	69.4%	30.6%	100.0%
		% within Race	39.6%	67.2%	45.3%
	Total	Count	235	61	296
		% within Sport Type	79.4%	20.6%	100.0%
		% within Race	100.0%	100.0%	100.0%

Table 4.14:

White Sport Breakdown – Sports Illustrated 2004-08		
Sport	**Count**	**Percent**
Basketball	22	8.8%
Soccer	21	8.4%
Swimming/Diving	16	6.4%
Track and Field/Cross Country	9	3.6%
Tennis/Racquetball	33	13.2%
Golf	17	6.8%
Gymnastics	4	1.6%
Hockey	4	1.6%
Volleyball	11	4.4%
Wrestling	5	2.0%
Lacrosse	4	1.6%
Softball/Baseball	14	5.6%
Figure Skating	10	4%
Snowboard	2	.8%
Skiing	12	4.8%
Boxing/Kickboxing/Karate	3	1.2%
Crew/Kayaking/Sailing	2	.8%
Triathlon/Mixture	7	2.8%
Race	14	5.6%
Rugby	2	.8%
Body Building/Weightlifting	2	.8%
Field Hockey	3	1.2%
Bowling	4	1.6%
Running	3	1.2%
Skateboarding	2	.8%
Equestrian	2	.8%
Archery/Shooting	2	.8%
Other	5	2.1%
TOTAL	**235**	**100%**

Table 4.15:

Black Sport Breakdown – Sports Illustrated 2004-08		
Sport	**Count**	**Percent**
Basketball	40	63.5%
Track and Field/Cross Country	19	30.2%
Gymnastics	1	1.6%
Volleyball	1	1.6%
Other	2	3.1%
TOTAL	**63**	**100%**

Table 5.1: Her Sports Photo Image Breakdown- Black V. White Athlete: whiteblack * photo image category Crosstabulation

			photo image category						
			Athletic action	dressed but poised and pretty	non-sport setting	sexually suggestive	athletic non action	partial image	Total
Race	White	Count	770	514	176	15	203	5	1683
		% within race	45.8%	30.5%	10.5%	.9%	12.1%	.3%	100.0%
	Black	Count	20	27	5	0	9	1	62
		% within race	32.3%	43.5%	8.1%	.0%	14.5%	1.6%	100.0%
	Total	Count	790	541	181	15	212	6	1745
		% within race	45.3%	31.0%	10.4%	.9%	12.1%	.3%	100.0%

Table 5.2: Her Sports- Athletic Photo Image V. Feminine Photo Image- Black V. White Athlete:

variable * menwom Crosstabulation

			Race		
			black	white	Total
variable	Athletic photo image	Count	29	973	1002
		% within race	47.5%	58.0%	57.6%
	Feminine photo image	Count	32	705	737
		% within race	52.5%	42.0%	42.4%
	Total	Count	61	1678	1739
		% within race	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	2.630[a]	1	.105		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 25.85.

Table 5.3: Her Sports – Image Size – 1-2 Page –Athletic V. Feminine Photo Image- Black V. White Athlete:

variable * menwom Crosstabulation

			Race		
			black	white	Total
variable	1-2 page athletic	Count	14	131	145
		% within race	93.3%	65.8%	67.8%
	1-2 page feminine	Count	1	68	69
		% within race	6.7%	34.2%	32.2%
	Total	Count	15	199	214
		% within race	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	4.830[a]	1	.028		

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 4.84.

Table 5.4: Her Sports – Image Size- ¼ - ½ Page – Athletic V. Feminine Photo Image- Black V. White Athlete:

variable * menwom Crosstabulation

			Race		
			black	white	Total
variable	1/2-1/4 page athletic	Count	9	402	411
		% within race	47.4%	61.9%	61.5%
	1/2-1/4 page feminine	Count	10	247	257
		% within race	52.6%	38.1%	38.5%
	Total	Count	19	649	668
		% within race	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1.656[a]	1	.198		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 7.31.

Table 5.5: Her Sports – Image Size- 8th or Less Page – Athletic V. Feminine Photo Image – Black V. White Athlete:

variable * menwom Crosstabulation

			Race		
			black	white	Total
variable	8th or less page athletic	Count	6	432	438
		% within race	22.2%	53.9%	52.9%
	8th or less page feminine	Count	21	369	390
		% within race	77.8%	46.1%	47.1%
	Total	Count	27	801	828
		% within race	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	10.541[a]	1	.001		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 12.72.

Table 5.6: Her Sports Title Category Breakdown- Black V. White Athlete: whiteblack * title category Crosstabulation

		title category												
		Person-al	Fash-ion	non-athlete related	sport/ non athlete	athlete identi-fication	athletic descrip-tor	athletic achieve-ment	female reference	Appear-ance/ sexuality	athlete inability	Adver-tise-ment	none	Total
race white	Count	26	1	389	485	228	25	8	49	4	1	447	20	1683
	% within race	1.5%	.1%	23.1%	28.8%	13.5%	1.5%	.5%	2.9%	.2%	.1%	26.6%	1.2%	100.0%
black	Count	1	0	11	21	6	0	2	4	0	0	17	0	62
	% within race	1.6%	.0%	17.7%	33.9%	9.7%	.0%	3.2%	6.5%	.0%	.0%	27.4%	.0%	100.0%
Total	Count	27	1	400	506	234	25	10	53	4	1	464	20	1745
	% within race	1.5%	.1%	22.9%	29.0%	13.4%	1.4%	.6%	3.0%	.2%	.1%	26.6%	1.1%	100.0%

Table 5.7: Her Sports Athletic Title Category V. Feminine Title Category- Black V. White Athlete:

variable * menwom Crosstabulation

			race		
			black	white	Total
Variable	Athletic title category	Count	8	262	270
		% within race	61.5%	76.6%	76.1%
	Feminine title category	Count	5	80	85
		% within race	38.5%	23.4%	23.9%
	Total	Count	13	342	355
		% within race	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1.562[a]	1	.211		

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 3.11.

Table 5.8: Her Sports Title Category V. Athletic Photo Image- Black V. White Athlete:

variable * menwom Crosstabulation

			Race		
			black	White	Total
Variable	Athletic Title and athletic photo image	Count	4	100	104
		% within race	66.7%	77.5%	77.0%
	Feminine title and athletic photo image	Count	2	29	31
		% within race	33.3%	22.5%	23.0%
	Total	Count	6	129	135
		% within race	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.382[a]	1	.537		

a. 2 cells (50.0%) have expected count less than 5. The minimum expected count is 1.38.

Table 5.9: Her Sports Title Category V. Feminine Photo Image: Black V. White Athlete:

variable * menwom Crosstabulation

			Race		
			black	white	Total
Variable	Athletic title and feminine photo image	Count	4	162	166
		% within race	57.1%	75.7%	75.1%
	Feminine title and feminine photo image	Count	3	52	55
		% within race	42.9%	24.3%	24.9%
	Total	Count	7	214	221
		% within race	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1.249[a]	1	.264		

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 1.74.

Table 5.10: Her Sports Caption Category Breakdown – Black V. White Athlete: whiteblack * caption category Crosstabulation

			caption category													
			Person-al	Fash-ion	non athlete related	sport/ non athletic	Athlete identi-fication	athletic descrip-tor	athletic achieve-ments	female reference	sexual preference	Appear-ance /sexuality	athletic inability	Adver-tise-ment	none	Total
race	white	Count	139	16	158	351	214	20	95	29	2	8	3	627	21	1683
		% within race	8.3%	1.0%	9.4%	20.9%	12.7%	1.2%	5.6%	1.7%	.1%	.5%	.2%	37.3%	1.2%	100.0 %
	black	Count	2	0	6	12	3	0	3	1	0	1	0	33	1	62
		% within race	3.2%	.0%	9.7%	19.4%	4.8%	.0%	4.8%	1.6%	.0%	1.6%	.0%	53.2%	1.6%	100.0 %
	Total	Count	141	16	164	363	217	20	98	30	2	9	3	660	22	1745
		% within race	8.1%	.9%	9.4%	20.8%	12.4%	1.1%	5.6%	1.7%	.1%	.5%	.2%	37.8%	1.3%	100.0 %

Table 5.11: Her Sports Athletic Caption Category V Feminine Caption Category Black V. White Athlete:

variable * menwom Crosstabulation

			Race		
			Black	white	Total
variable	Athletic caption category	Count	6	332	338
		% within race	60.0%	63.1%	63.1%
	Feminine caption category	Count	4	194	198
		% within race	40.0%	36.9%	36.9%
	Total	Count	10	526	536
		% within race	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.041[a]	1	.840		

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 3.69.

Table 5.12: Her Sports Caption Category V. Athletic Photo Image- Black V. White Athlete:

variable * menwom Crosstabulation

			Race		
			black	white	Total
variable	Athletic caption and athletic photo image	Count	3	163	166
		% within race	100.0%	70.6%	70.9%
	Feminine caption and athletic photo image	Count	0	68	68
		% within race	.0%	29.4%	29.1%
	Total	Count	3	231	234
		% within race	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1.245[a]	1	.265		

a. 2 cells (50.0%) have expected count less than 5. The minimum expected count is .87.

Table 5.13: Her Sports Caption Category V. Feminine Photo Image- Black V. White Athlete:

variable * menwom Crosstabulation

			Race		
			black	white	Total
variable	Athletic Caption and feminine photo image	Count	3	169	172
		% within race	42.9%	57.5%	57.1%
	Feminine Caption and feminine photo image	Count	4	125	129
		% within race	57.1%	42.5%	42.9%
	Total	Count	7	294	301
		% within race	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.597[a]	1	.440		

a. 2 cells (50.0%) have expected count less than 5. The minimum expected count is 3.00.

Table 5.14: Her Sports – Sport Type Category- Individual V. Team- Black V. White Athlete:

whiteblack * Sport Type Crosstabulation

			Sport Type			
			individual	team	unknown	Total
race	White	Count	1673	10	0	1683
		% within race	99.4%	.6%	.0%	100.0%
	Black	Count	58	4	1	63
		% within race	92.1%	6.3%	1.6%	100.0%
	Total	Count	1731	14	1	1746
		% within race	99.1%	.8%	.1%	100.0%

Table 5.15:

White Sport Breakdown- Her Sports		
Sport	**Count**	**Percent**
Soccer	3	.1%
Swimming/Diving	56	2.6%
Track and Field/Cross Country	7	.3%
Tennis/Racquetball	7	.3%
Golf	4	.2%
Bicycling	224	10.3%
Snowboard	30	1.4%
Skiing	75	3.4%
Boxing/Kick Boxing/Karate	8	.4%
Crew/Kayaking/Sailing	40	1.8%
Triathlon/Mixture	695	31.9%
Racing/Motocross	1	0%
Surfing	88	4%
Speed Skating	5	.2%
Running	329	15.1%
Climbing/Hiking	96	4.4%
Equestrian	4	.2%
Other	11	.5%
Fitness or Unknown	493	22.7%
TOTAL	**2176**	**100%**

Table 5.16:

Black Sport Breakdown – Her Sports		
Sport	**Count**	**Percent**
Track and Field/Cross Country	2	2.3%
Gymnastics	3	3.4%
Volleyball	1	1.1%
Bicycling	1	1.1%
Snowboard	1	1.1%
Triathlon/Mixture	28	32.2%
Running	17	19.5%
Climbing/Hiking	2	2.3%
Swimming/Diving	7	8%
Fitness or Unknown	25	28.7%
TOTAL	**87**	**100%**

Table 6.1: White Photo Image Breakdown – Sports Illustrated 2000-02 V. Sports Illustrated for Women: magazine code * photo image category Crosstabulation WHITE ONLY

			photo image category								
			N/a	athletic action	dressed but poised and pretty	non-sport setting	sexually suggestive	athletic non action	partial image	sport setting non athletic	Total
Magazine code	sports illustrated women	Count	125	791	402	324	32	356	6	8	2044
		% within magazine code	6.1%	38.7%	19.7%	15.9%	1.6%	17.4%	.3%	.4%	100.0%
	sports illustrated 2000-2002	Count	1	48	15	54	6	17	0	0	141
		% within magazine code	.7%	34.0%	10.6%	38.3%	4.3%	12.1%	.0%	.0%	100.0%
	Total	Count	126	839	417	378	38	373	6	8	2185
		% within magazine code	5.8%	38.4%	19.1%	17.3%	1.7%	17.1%	.3%	.4%	100.0%

Table 6.2: White Photo Image Category Breakdown: Her Sports V. Sports Illustrated 2004-08: magazine code * photo image category Crosstabulation

			photo image category							
			athletic action	dressed but poised and pretty	non-sport setting	sexually suggestive	athletic non action	partial image	sport setting/not athletic	Total
Magazine code	her sports	Count	770	514	176	15	203	5	0	1683
		% within magazine code	45.8%	30.5%	10.5%	.9%	12.1%	.3%	.0%	100.0%
	sports illustrated 2004-2008	Count	75	29	93	7	36	0	1	241
		% within magazine code	31.1%	12.0%	38.6%	2.9%	14.9%	.0%	.4%	100.0%
	Total	Count	845	543	269	22	239	5	1	1924
		% within magazine code	43.9%	28.2%	14.0%	1.1%	12.4%	.3%	.1%	100.0%

Table 6.3: White Athletic Photo Images V. Feminine Photo Images- Sports Illustrated 2000-02 V. Sports Illustrated For Women:

variable * menwom Crosstabulation WHITE ONLY

			Menwom		
			Sports Illustrated 2000-02	Sports Illustrated Women	Total
Variable	Athletic photo Images	Count	65	1147	1212
		% within menwom	46.4%	60.0%	59.0%
	Feminine photo images	Count	75	766	841
		% within menwom	53.6%	40.0%	41.0%
	Total	Count	140	1913	2053
		% within menwom	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	9.874[a]	1	.002		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 57.35.

Table 6.4: White Athletic Photo Images V. Feminine Photo Images- Her Sports V. Sports Illustrated 2004-08:

variable * menwom Crosstabulation

			Menwom		
			Sports Illustrated 2004-08	Her Sports	Total
Variable	Athletic photo images	Count	111	973	1084
		% within menwom	46.2%	58.0%	56.5%
	Feminine photo images	Count	129	705	834
		% within menwom	53.8%	42.0%	43.5%
	Total	Count	240	1678	1918
		% within menwom	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	11.767[a]	1	.001		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 104.36.

Table 6.5: White athlete- Image Size- Cover Page – Athletic V. Feminine Photo Image- Sports Illustrated 2000-02 V. Sports Illustrated for Women:

variable * menwom Crosstabulation

			Menwom		
			Sports Illustrated 2000-02	Sports Illustrated Women	Total
variable	cover athletic	Count	1	4	5
		% within menwom	100.0%	20.0%	23.8%
	cover feminine	Count	0	16	16
		% within menwom	.0%	80.0%	76.2%
	Total	Count	1	20	21
		% within menwom	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	3.360[a]	1	.067		

a. 3 cells (75.0%) have expected count less than 5. The minimum expected count is .24.

Table 6.6: White Athlete –Image Size- Cover Page- Athletic V. Feminine Photo Image- Sports Illustrated 2004-08 V. Her Sports:

variable * menwom Crosstabulation

			menwom		
			Sports Illustrated 2004-08	Her Sports	Total
variable	cover athletic	Count	0	8	8
		% within menwom	.0%	27.6%	26.7%
	cover feminine	Count	1	21	22
		% within menwom	100.0%	72.4%	73.3%
	Total	Count	1	29	30
		% within menwom	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.376[a]	1	.540		

a. 2 cells (50.0%) have expected count less than 5. The minimum expected count is .27.

Table 6.7: White Athlete- Image Size- 1-2 Page – Athletic V. Feminine Photo Image – Sports Illustrated 2000-02 V. Sports Illustrated for Women:

variable * menwom Crosstabulation

			Menwom		
			Sports Illustrated 2000-02	Sports Illustrated Women	Total
variable	1-2 page athletic	Count	15	140	155
		% within menwom	93.8%	50.9%	53.3%
	1-2 page feminine	Count	1	135	136
		% within menwom	6.2%	49.1%	46.7%
	Total	Count	16	275	291
		% within menwom	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	11.148[a]	1	.001		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 7.48.

Table 6.8: White Athlete – Image Size – 1-2 Page – Athletic V. Feminine Photo Image- Sports Illustrated 2004-08 V. Her Sports:

variable * menwom Crosstabulation

			Menwom		
			Sports Illustrated 2004-08	Sports Illustrated for Women	Total
variable	1-2 page athletic	Count	15	131	146
		% within menwom	55.6%	65.8%	64.6%
	1-2 page feminine	Count	12	68	80
		% within menwom	44.4%	34.2%	35.4%
	Total	Count	27	199	226
		% within menwom	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1.097[a]	1	.295		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 9.56.

Table 6.9: White Athlete – Image Size – ¼- ½ Page – Athletic V. Feminine Photo Image – Sports Illustrated 2000-02 V. Sports Illustrated for Women:

variable * menwom Crosstabulation

			menwom		
			Sports Illustrated 2000-02	Sports Illustrated Women	Total
variable	1/2-1/4 page athletic	Count	21	287	308
		% within menwom	91.3%	66.9%	68.1%
	1/2-1/4 page feminine	Count	2	142	144
		% within menwom	8.7%	33.1%	31.9%
	Total	Count	23	429	452
		% within menwom	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	5.989[a]	1	.014		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 7.33.

Table 6.10: White Athlete – Image Size – ¼ - ½ Page – Athletic V. Feminine Photo Image – Sports Illustrated 2004-08 V. Her Sports:

variable * menwom Crosstabulation

			Menwom		
			Sports Illustrated 2004-08	Her Sports	Total
variable	1/2-1/4 page athletic	Count	14	402	416
		% within menwom	73.7%	61.9%	62.3%
	1/2-1/4 page feminine	Count	5	247	252
		% within menwom	26.3%	38.1%	37.7%
	Total	Count	19	649	668
		% within menwom	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1.083[a]	1	.298		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 7.17.

Table 6.11: White Athlete – Image Size – 8th or Less Page – Athletic V. Feminine Photo Image – Sports Illustrated 2000-02 V. Sports Illustrated for Women:

variable * menwom Crosstabulation

			Menwom		
			Sports Illustrated 2000-02	Sports Illustrated Women	Total
variable	8th or less page athletic	Count	28	716	744
		% within menwom	28.0%	60.2%	57.7%
	8th or less page feminine	Count	72	473	545
		% within menwom	72.0%	39.8%	42.3%
	Total	Count	100	1189	1289
		% within menwom	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	39.236[a]	1	.000		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 42.28.

Table 6.12: White Athlete – Image Size – 8th or Less Page – Athletic V. Feminine Photo Image – Sports Illustrated 2004-08 V. Her Sports:

variable * menwom Crosstabulation

			Menwom		
			Sports Illustrated 2004-08	Her Sports	Total
variable	8th or less page athletic	Count	82	432	514
		% within menwom	42.3%	53.9%	51.7%
	8th or less page feminine	Count	112	369	481
		% within menwom	57.7%	46.1%	48.3%
	Total	Count	194	801	995
		% within menwom	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	8.509[a]	1	.004		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 93.78.

Table 6.13: White Title Categories Breakdown magazine code * title category Crosstabulation

			title category															
			N/a	Person-al	Fash-ion	athletic intelli-gence	non-athlete related	Sport /non-athlete	athletic ident-ification	athletic descrip-tor	athletic achieve-ments	female refe-rence	sexual prefe-rence	Appear-ance/ sexuality	athletic inability failure	Adver-tise-ment	none	Total
magazine code	sports illustrated women	Count	125	47	31	10	470	478	353	95	53	55	9	26	16	227	49	2044
		% within magazine code	6.1%	2.3%	1.5%	.5%	23.0%	23.4%	17.3%	4.6%	2.6%	2.7%	.4%	1.3%	.8%	11.1%	2.4%	100.0%
	sports illustrated 2000-2002	Count	1	1	3	0	28	8	58	4	17	1	0	1	2	15	2	141
		% within magazine code	.7%	.7%	2.1%	.0%	19.9%	5.7%	41.1%	2.8%	12.1%	.7%	.0%	.7%	1.4%	10.6%	1.4%	100.0%
	Total	Count	126	48	34	10	498	486	411	99	70	56	9	27	18	242	51	2185
		% within magazine code	5.8%	2.2%	1.6%	.5%	22.8%	22.2%	18.8%	4.5%	3.2%	2.6%	.4%	1.2%	.8%	11.1%	2.3%	100.0%

Table 6.14: White Title Category Breakdown- Her Sports V. Sports Illustrated 2004-08: magazine code * title category Crosstabulation

			title category													
			Personal	Fashion	athletic unintelligence	non-athlete related	Sport/ non athlete	athlete identification	athletic descriptor	athletic achievement	female reference	sexual preference	Appearance/ sexuality	athlete inability	Advertisement	none	Total
magazine code	her sports	Count	26	1	0	389	485	228	25	8	49	0	4	1	447	20	1683
		% within magazine code	1.5%	.1%	.0%	23.1%	28.8%	13.5%	1.5%	.5%	2.9%	.0%	.2%	.1%	26.6%	1.2%	100.0%
	sports illustrated 2004-2008	Count	8	0	1	54	31	90	12	10	1	1	1	2	25	5	241
		% within magazine code	3.3%	.0%	.4%	22.4%	12.9%	37.3%	5.0%	4.1%	.4%	.4%	.4%	.8%	10.4%	2.1%	100.0%
	Total	Count	34	1	1	443	516	318	37	18	50	1	5	3	472	25	1924
		% within magazine code	1.8%	.1%	.1%	23.0%	26.8%	16.5%	1.9%	.9%	2.6%	.1%	.3%	.2%	24.5%	1.3%	100.0%

Table 6:15: White Athletic Title Category V. Feminine Title Category- Sports Illustrated 2000-02 V. Sports Illustrated for Women:

variable * menwom Crosstabulation

			Menwom		
			Sports Illustrated 2000-02	Sports Illustrated women	Total
Variable	Athletic title categories	Count	81	527	608
		% within menwom	93.1%	75.8%	77.7%
	Feminine title categories	Count	6	168	174
		% within menwom	6.9%	24.2%	22.3%
	Total	Count	87	695	782
		% within menwom	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	13.340[a]	1	.000		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 19.36.

Table 6.16: White Athletic Title Category V Feminine Title Category- Her Sports V. Sports Illustrated 2004-08:

variable * menwom Crosstabulation

			Menwom		
			Sports Illustrated 2004-08	Her Sports	Total
variable	Athletic title category	Count	114	262	376
		% within menwom	91.2%	76.6%	80.5%
	Feminine title category	Count	11	80	91
		% within menwom	8.8%	23.4%	19.5%
	Total	Count	125	342	467
		% within menwom	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	12.423[a]	1	.000		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 24.36.

Table 6.17: White Only Title Category V. Feminine Photo Image- Sports Illustrated 2000-02 V. Sports Illustrated for Women

variable * menwom Crosstabulation

			Menwom		
			Sports Illustrated 2000-02	Sports Illustrated women	Total
Variable	Athletic Title and feminine photo image	Count	52	257	309
		% within menwom	92.9%	74.7%	77.2%
	Personal title and feminine photo image	Count	4	87	91
		% within menwom	7.1%	25.3%	22.8%
	Total	Count	56	344	400
		% within menwom	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	9.025[a]	1	.003		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 12.74.

Table 6.18: White Title Category V. Feminine Photo Image- Sports Illustrated 2004-08 V. Her Sports:

variable * menwom Crosstabulation

			Menwom		
			Sports Illustrated 2004-08	Her Sports	Total
Variable	Athletic title and feminine photo image	Count	93	162	255
		% within menwom	97.9%	75.7%	82.5%
	Feminine Title and feminine photo image	Count	2	52	54
		% within menwom	2.1%	24.3%	17.5%
	Total	Count	95	214	309
		% within menwom	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	22.471[a]	1	.000		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 16.60.

Table 6.19: White Title category V. Athletic Photo Image: Sports Illustrated 2000-02 V. Sports Illustrated for Women:

variable * menwom Crosstabulation White only

			menwom		
			Sports Illustrated 2000-02	Sports Illustrated Women	Total
Variable	Athletic title and athletic photo image	Count	29	260	289
		% within menwom	93.5%	76.2%	77.7%
	Feminine Title and athletic photo image	Count	2	81	83
		% within menwom	6.5%	23.8%	22.3%
	Total	Count	31	341	372
		% within menwom	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	4.908[a]	1	.027		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 6.92.

Table 6.20: White Title category V. Athletic Photo Image – Her Sports V. Sports Illustrated 2004-08:

variable * menwom Crosstabulation

			menwom		
			Sports Illustrated 2004-08	Her Sports	Total
variable	Athletic title and athletic photo image	Count	21	100	121
		% within menwom	72.4%	77.5%	76.6%
	Feminine title and athletic photo image	Count	8	29	37
		% within menwom	27.6%	22.5%	23.4%
	Total	Count	29	129	158
		% within menwom	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.344[a]	1	.557		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 6.79.

Table 6.21: White Caption Category- Sports Illustrated 2000-02 V. Sports Illustrated for Women:

		Capt-ion cate.																	
			n/a	Per-Son-al	Fash-ion	athleti c intelli-gence	athletic unintelli-gence	non-athlet e relate d	Sport /non athlet e	athlet e ident-ifica-tion	athlete descrip-tor	athlete achieve-ments	femal e ref-erenc e	sexual pre-ferenc e	Appear-ance /sex-uality	athleti c inabil-ity /failure	Advert-ise-ment	non e	othe r	Total
Magazine code	sports illust-rated wome n	Count	125	198	59	3	0	57	210	400	106	529	16	7	35	40	184	74	1	2044
		% within magazin e code	6.1 %	9.7%	2.9%	.1%	.0%	2.8%	10.3%	19.6%	5.2%	25.9%	.8%	.3%	1.7%	2.0%	9.0%	3.6 %	.0%	100.0 %
	sports illust-rated 2000-2002	Count	1	7	1	0	1	0	4	36	4	66	2	0	3	8	7	1	0	141
		% within magazin e code	.7%	5.0%	.7%	.0%	.7%	.0%	2.8%	25.5%	2.8%	46.8%	1.4%	.0%	2.1%	5.7%	5.0%	.7%	.0%	100.0 %
	Total	Count	126	205	60	3	1	57	214	436	110	595	18	7	38	48	191	75	1	2185
		% within magazin e code	5.8 %	9.4%	2.7%	.1%	.0%	2.6%	9.8%	20.0%	5.0%	27.2%	.8%	.3%	1.7%	2.2%	8.7%	3.4 %	.0%	100.0 %

Table 6.22: White Caption Category Breakdown- Sports Illustrated 2004-08 V. Her Sports: magazine code * caption category Crosstabulation

			caption category													
			Person-al	Fash-ion	non athlete related	sport/ non athletic	athlete identi-fication	athletic descrip-tor	athletic achieve-ments	female refe-rence	sexual prefe-rence	Appear-ance/ sexuality	athletic inability	Adver-tise-ment	none	Total
Magazine code	Her sports	Count	139	16	158	351	214	20	95	29	2	8	3	627	21	1683
		% within magazine code	8.3%	1.0%	9.4%	20.9%	12.7%	1.2%	5.6%	1.7%	.1%	.5%	.2%	37.3%	1.2%	100.0%
	Sports illustrated 2004-2008	Count	17	0	8	22	22	13	121	2	0	7	12	17	0	241
		% within magazine code	7.1%	.0%	3.3%	9.1%	9.1%	5.4%	50.2%	.8%	.0%	2.9%	5.0%	7.1%	.0%	100.0%
	Total	Count	156	16	166	373	236	33	216	31	2	15	15	644	21	1924
		% within magazine code	8.1%	.8%	8.6%	19.4%	12.3%	1.7%	11.2%	1.6%	.1%	.8%	.8%	33.5%	1.1%	100.0%

Table 6.23: White Athletic V. Feminine Caption Categories – Sports Illustrated 2000-02 V. Sports Illustrated for Women:

variable * menwom Crosstabulation

			Menwom		
			Sports Illustrated 2000-02	Sports Illustrated Women	Total
Variable	Athletic caption categories	Count	114	1075	1189
		% within menwom	89.8%	77.3%	78.4%
	Feminine caption categories	Count	13	315	328
		% within menwom	10.2%	22.7%	21.6%
	Total	Count	127	1390	1517
		% within menwom	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	10.602[a]	1	.001		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 27.46.

Table 6.24: White Athletic Caption Category V. Feminine Caption Category- Sports Illustrated 2004-08 V. Her Sports:

variable * menwom Crosstabulation

			Menwom		
			Sports Illustrated 2004-08	Her Sports	Total
Variable	Athletic caption category	Count	168	332	500
		% within menwom	86.6%	63.1%	69.4%
	Feminine caption category	Count	26	194	220
		% within menwom	13.4%	36.9%	30.6%
	Total	Count	194	526	720
		% within menwom	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	36.824[a]	1	.000		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 59.28.

Table 6.25: White Caption Category v. Athletic Photo Image – Sports Illustrated 2000-02 V. Sports Illustrated for Women:

variable * menwom Crosstabulation

			Menwom		
			Sports Illustrated 2000-02	Sports Illustrated Women	Total
Variable	Personal caption and athletic photo image	Count	4	125	129
		% within menwom	7.1%	16.1%	15.5%
	Athletic caption and athletic photo image	Count	52	652	704
		% within menwom	92.9%	83.9%	84.5%
	Total	Count	56	777	833
		% within menwom	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	3.193[a]	1	.074		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 8.67.

Table 6.26: White Caption Category V. Athletic Photo Image- Sports Illustrated 2004-08 V. Her Sports:

variable * menwom Crosstabulation

			menwom		
			Sports Illustrated 2004-08	Her Sports	Total
Variable	Athletic caption category and athletic photo image	Count	64	163	227
		% within menwom	84.2%	70.6%	73.9%
	Feminine caption category and athletic photo image	Count	12	68	80
		% within menwom	15.8%	29.4%	26.1%
	Total	Count	76	231	307
		% within menwom	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	5.528[a]	1	.019		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 19.80.

Table 6.27 White Caption Category V. Feminine Photo Image- Sports Illustrated 2000-02 V. Sports Illustrated for Women:

variable * menwom Crosstabulation

			menwom		
			Sports Illustrated 2000-02	Sports Illustrated women	Total
Variable personal caption and feminine photo image		Count	9	190	199
		% within menwom	12.7%	31.1%	29.2%
	Athletic caption and feminine photo image	Count	62	420	482
		% within menwom	87.3%	68.9%	70.8%
	Total	Count	71	610	681
		% within menwom	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	10.492[a]	1	.001		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 20.75.

Table 6.28: White Caption Category V. Feminine Photo Image- Sports Illustrated 2004-08 V. Her sports:

variable * menwom Crosstabulation

			menwom		
			Sports Illustrated 2004-08	Her Sports	Total
variable	Athletic caption and feminine photo image	Count	104	169	273
		% within menwom	88.1%	57.5%	66.3%
	Feminine caption and feminine photo image	Count	14	125	139
		% within menwom	11.9%	42.5%	33.7%
	Total	Count	118	294	412
		% within menwom	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	35.390[a]	1	.000		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 39.81.

Table 6.29: White Sport Type –Individual V. Team – Sports Illustrated 2000-02 V. Sports Illustrated for Women:

Sport Type * magazine code Crosstabulation

			magazine code		
			sports illustrated women	sports illustrated 2000-2002	Total
Sport Type	N/A	Count	1	1	2
		% within magazine code	.0%	.7%	.1%
	Individual sport	Count	1425	88	1513
		% within magazine code	69.7%	62.4%	69.2%
	Team sport	Count	601	52	653
		% within magazine code	29.4%	36.9%	29.9%
	Unknown	Count	17	0	17
		% within magazine code	.8%	.0%	.8%
	Total	Count	2044	141	2185
		% within magazine code	100.0%	100.0%	100.0%

Table 6.30: White Sport Type Category Breakdown- Sports Illustrated 2004-08 V. Her Sports:

variable * menwom Crosstabulation

			menwom		
			Sports Illustrated 2004-08	Her Sports	Total
variable	Individual sport	Count	147	1673	1820
		% within menwom	61.0%	99.4%	94.6%
	Team sport	Count	94	10	104
		% within menwom	39.0%	.6%	5.4%
	Total	Count	241	1683	1924
		% within menwom	100.0%	100.0%	100.0%

Table 7.1: Black Photo Image Category- Sports Illustrated 2000-02 V. Sports Illustrated for Women: magazine code * photo image category Crosstabulation

			photo image category							
			n/a	athletic action	dressed but poised and pretty	non-sport setting	sexually suggestive	Athletic non action	Sport setting non athletic	Total
magazine code	sports illustrated women	Count	47	150	70	81	15	83	1	447
		% within magazine code	10.5%	33.6%	15.7%	18.1%	3.4%	18.6%	.2%	100.0%
	sports illustrated 2000-2002	Count	0	23	3	6	2	5	0	39
		% within magazine code	.0%	59.0%	7.7%	15.4%	5.1%	12.8%	.0%	100.0%
	Total	Count	47	173	73	87	17	88	1	486
		% within magazine code	9.7%	35.6%	15.0%	17.9%	3.5%	18.1%	.2%	100.0%

Table 7.2: Black Photo Image Category Breakdown- Sports Illustrated 2004-08 V. Her Sports:

magazine code * photo image category Crosstabulation

			photo image category					
			athletic action	dressed but poised and pretty	non-sport setting	athletic non action	partial image	Total
magazine code	her sports	Count	20	27	5	9	1	62
		% within magazine code	32.3%	43.5%	8.1%	14.5%	1.6%	100.0%
	sports illustrated 2004-2008	Count	32	3	20	7	1	63
		% within magazine code	50.8%	4.8%	31.7%	11.1%	1.6%	100.0%
	Total	Count	52	30	25	16	2	125
		% within magazine code	41.6%	24.0%	20.0%	12.8%	1.6%	100.0%

Table 7.3: Black Athletic Photo Images V. Feminine Photo Images – Sports Illustrated 2000-02 V. Sports Illustrated for Women:

variable * menwom Crosstabulation

			Menwom		
			Sports Illustrated 2000-02	Sports Illustrated Women	Total
Variable	Athletic photo Images	Count	28	233	261
		% within menwom	71.8%	58.2%	59.5%
	Feminine photo images	Count	11	167	178
		% within menwom	28.2%	41.8%	40.5%
	Total	Count	39	400	439
		% within menwom	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	2.704[a]	1	.100		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 15.81.

Table 7.4: Black Athletic Photo Images V. Feminine Photo Images- Sports Illustrated 2004-08 V. Her Sports:

variable * menwom Crosstabulation

			Menwom		
			Sports Illustrated 2004-08	Her Sports	Total
Variable	Athletic photo image	Count	39	29	68
		% within menwom	62.9%	47.5%	55.3%
	Feminine photo image	Count	23	32	55
		% within menwom	37.1%	52.5%	44.7%
	Total	Count	62	61	123
		% within menwom	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	2.935[a]	1	.087		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 27.28.

Table 7.5: Black Athlete – Image Size – Cover Page – Athletic V. Feminine Photo Image- Sports Illustrated for Women:

			menwom	
			Sports Illustrated Women	Total
variable	Cover page athletic	Count	2	2
		% within menwom	28.6%	28.6%
	Cover page feminine	Count	5	5
		% within menwom	71.4%	71.4%
	Total	Count	7	7
		% within menwom	100.0%	100.0%

*Sports Illustrated 2000-02 didn't have any cover pages featuring black female athletes in the sample.

Table 7.6 Black Athlete – Image Size – 1-2 Page – Athletic V. Feminine Photo Image-Sports Illustrated 2000-02 V. Sports Illustrated for Women:

variable * menwom Crosstabulation

			Menwom		
			Sports Illustrated 2000-02	Sports Illustrated Women	Total
variable	1-2 page athletic	Count	4	28	32
		% within menwom	44.4%	36.4%	37.2%
	1-2 page feminine	Count	5	49	54
		% within menwom	55.6%	63.6%	62.8%
	Total	Count	9	77	86
		% within menwom	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.225[a]	1	.635		

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 3.35.

Table 7.7: Black Athlete – Image Size – 1 –2 Page – Athletic V. Feminine Photo Image- Sports Illustrated 2004-08 – V. Her Sports:

variable * menwom Crosstabulation

			Menwom		
			Sports Illustrated 2004-08	Her Sports	Total
variable	1-2 page athletic	Count	1	14	15
		% within menwom	33.3%	93.3%	83.3%
	1-2 page feminine	Count	2	1	3
		% within menwom	66.7%	6.7%	16.7%
	Total	Count	3	15	18
		% within menwom	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	6.480[a]	1	.011		

a. 3 cells (75.0%) have expected count less than 5. The minimum expected count is .50.

Table 7.8: Black Athlete – Image Size – ¼ - ½ Page – Athletic V. Feminine Photo Image – Sports Illustrated 2000-02 V. Sports Illustrated for Women:

variable * menwom Crosstabulation

			Menwom		
			Sports Illustrated 2000-02	Sports Illustrated Women	Total
variable	½-1/4 page athletic	Count	15	73	88
		% within menwom	100.0%	66.4%	70.4%
	½-1/4 page feminine	Count	0	37	37
		% within menwom	.0%	33.6%	29.6%
	Total	Count	15	110	125
		% within menwom	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	7.167[a]	1	.007		

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 4.44.

Table 7.9: Black Athlete – Image Size – ¼ - ½ Page – Athletic V. Feminine- Sports Illustrated 2004-08 V. Her Sports:

variable * menwom Crosstabulation

			Menwom		
			Sports Illustrated 2004-08	Her Sports	Total
variable	1/2-1/4 page athletic	Count	11	9	20
		% within menwom	84.6%	47.4%	62.5%
	1/2-1/4 page feminine	Count	2	10	12
		% within menwom	15.4%	52.6%	37.5%
	Total	Count	13	19	32
		% within menwom	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	4.569[a]	1	.033		

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 4.88.

Table 7.10: Black Athlete – Image Size – 8th or Less Page – Athletic V. Feminine Photo Image- Sports Illustrated 2000-02 V. Sports Illustrated for Women:

variable * menwom Crosstabulation

			Menwom		
			Sports Illustrated 2000-02	Sports Illustrated Women	Total
variable	8th or less page athletic	Count	9	130	139
		% within menwom	60.0%	63.1%	62.9%
	8th or less page feminine	Count	6	76	82
		% within menwom	40.0%	36.9%	37.1%
	Total	Count	15	206	221
		% within menwom	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.058[a]	1	.810		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 5.57.

Table 7.11: Black Athlete – Image Size – 8th or Less Page - Athletic V. Feminine Photo Image- Sports Illustrated 2004-08 V. Her Sports:

variable * menwom Crosstabulation

			Menwom		
			Sports Illustrated 2004-08	Her Sports	Total
variable	8th or less page athletic	Count	27	6	33
		% within menwom	58.7%	22.2%	45.2%
	8th or less page feminine	Count	19	21	40
		% within menwom	41.3%	77.8%	54.8%
	Total	Count	46	27	73
		% within menwom	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	9.137[a]	1	.003		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 12.21.

Table 7.12: Black Title Category Breakdown- Sports Illustrated 2000-02 V. Sports Illustrated for Women: magazine code * title category Crosstabulation

			title category														
			n/a	Person-al	fashion	non-athlete related	Sport /non-athlete	athletic identi-fication	athletic descriptor	athletic achieve-ments	female refe-rence	sexual prefe-rence	Appear-ance /sexuality	athletic inability failure	Advertise-ment	none	Total
Mag-azine code	Sports illustrated women	Count	47	20	6	118	56	62	38	24	5	2	13	4	47	5	447
		% within magazine code	10.5%	4.5%	1.3%	26.4%	12.5%	13.9%	8.5%	5.4%	1.1%	.4%	2.9%	.9%	10.5%	1.1%	100.0%
	Sports illustrated 2000-2002	Count	0	1	0	10	7	7	6	4	2	0	0	0	2	0	39
		% within magazine code	.0%	2.6%	.0%	25.6%	17.9%	17.9%	15.4%	10.3%	5.1%	.0%	.0%	.0%	5.1%	.0%	100.0%
	Total	Count	47	21	6	128	63	69	44	28	7	2	13	4	49	5	486
		% within magazine code	9.7%	4.3%	1.2%	26.3%	13.0%	14.2%	9.1%	5.8%	1.4%	.4%	2.7%	.8%	10.1%	1.0%	100.0%

Table 7.13: Black Title Category Breakdown- Sports Illustrated 2004-08 V. Her Sports: magazine code * title category Crosstabulation

			title category												
			personal	fashion	Athletic intelligence	non-athlete related	sport/non athlete	athlete identification	athletic descriptor	athletic achievement	female reference	athlete inability	Advertise-ment	none	Total
Mag-azine code	her sports	Count	1	0	0	11	21	6	0	2	4	0	17	0	62
		% within magazine code	1.6%	.0%	.0%	17.7%	33.9%	9.7%	.0%	3.2%	6.5%	.0%	27.4%	.0%	100.0%
	sports illustrated 2004-2008	Count	4	1	1	11	7	26	2	2	2	3	3	1	63
		% within magazine code	6.3%	1.6%	1.6%	17.5%	11.1%	41.3%	3.2%	3.2%	3.2%	4.8%	4.8%	1.6%	100.0%
	Total	Count	5	1	1	22	28	32	2	4	6	3	20	1	125
		% within magazine code	4.0%	.8%	.8%	17.6%	22.4%	25.6%	1.6%	3.2%	4.8%	2.4%	16.0%	.8%	100.0%

Table 7.14: Black Athletic Title Category V. Feminine Title Category – Sports Illustrated 2000-02 V. Sports Illustrated for Women:

variable * menwom Crosstabulation

			menwom		
			Sports Illustrated 2000-02	Sports Illustrated Women	Total
Variable	Athletic Title Categories	Count	17	128	145
		% within menwom	85.0%	73.6%	74.7%
	Feminine Title Categories	Count	3	46	49
		% within menwom	15.0%	26.4%	25.3%
	Total	Count	20	174	194
		% within menwom	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1.243[a]	1	.265		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 5.05.

Table 7.15: Black Athletic Title Category V. Feminine Title Category- Sports Illustrated 2004-08 V. Her Sports:

variable * menwom Crosstabulation

			Menwom		
			Sports Illustrated 2004-08	Her Sports	Total
Variable	Athletic title category	Count	33	8	41
		% within menwom	82.5%	61.5%	77.4%
	Feminine title category	Count	7	5	12
		% within menwom	17.5%	38.5%	22.6%
	Total	Count	40	13	53
		% within menwom	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	2.461[a]	1	.117		

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 2.94.

Table 7.16: Black Title Category V. Athletic Photo Image- Sports Illustrated 2000-02 V. Sports Illustrated for Women:

variable * menwom Crosstabulation

			menwom		
			Sports Illustrated 2000-02	Sports Illustrated Women	Total
variable	Feminine title and athletic photo image	Count	3	19	22
		% within menwom	23.1%	20.0%	20.4%
	Athletic title and athletic photo image	Count	10	76	86
		% within menwom	76.9%	80.0%	79.6%
	Total	Count	13	95	108
		% within menwom	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.067[a]	1	.796		

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 2.65.

Table 7.17: Black Title Category V. Athletic Photo Image- Sports Illustrated 2004-08 V. Her Sports:

variable * menwom Crosstabulation

			menwom		
			Sports Illustrated 2004-08	Her Sports	Total
variable	Athletic title category and athletic photo image	Count	13	4	17
		% within menwom	76.5%	66.7%	73.9%
	Feminine title and athletic photo image	Count	4	2	6
		% within menwom	23.5%	33.3%	26.1%
	Total	Count	17	6	23
		% within menwom	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.221[a]	1	.638		

a. 3 cells (75.0%) have expected count less than 5. The minimum expected count is 1.57.

Table 7.18: Black Title Category V. Feminine Photo Image Category- Sports Illustrated 2000-02 V. Sports Illustrated for Women:

variable * menwom Crosstabulation

			menwom		
			Sports Illustrated 2000-02	Sports Illustrated Women	Total
variable	Feminine title and feminine photo image	Count	0	27	27
		% within menwom	.0%	34.2%	31.4%
	Athletic title and feminine photo image	Count	7	52	59
		% within menwom	100.0%	65.8%	68.6%
	Total	Count	7	79	86
		% within menwom	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	3.487[a]	1	.062		

a. 2 cells (50.0%) have expected count less than 5. The minimum expected count is 2.20.

Table 7.19: Black Title Category V. Feminine Photo Image- Sports Illustrated 2004-08 V. Her Sports:

variable * menwom Crosstabulation

			menwom		
			Sports Illustrated 2004-08	Her Sports	Total
variable	Athletic title and feminine photo image	Count	6	4	10
		% within menwom	66.7%	57.1%	62.5%
	Feminine title and feminine photo image	Count	3	3	6
		% within menwom	33.3%	42.9%	37.5%
	Total	Count	9	7	16
		% within menwom	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.152[a]	1	.696		

a. 3 cells (75.0%) have expected count less than 5. The minimum expected count is 2.63.

Table 7.20: Black Caption Category Breakdown – Sports Illustrated 2000-02 V. Sports Illustrated for Women: Magazine code * caption category Crosstabulation

			caption category													
			n/a	personal	fashion	non-athlete related	sport/ non athlete	athlete identi-fication	athlete descriptor	Athlete achieve-ments	female reference	Appear-ance/ sexuality	athletic inability/ failure	Advertise ment	none	Total
Mag-azine Code	Sports Illustrated Women	100.0%	100.0%	45	13	12	25	90	26	110	8	11	6	47	7	447
		% within magazine code	10.5%	10.1%	2.9%	2.7%	5.6%	20.1%	5.8%	24.6%	1.8%	2.5%	1.3%	10.5%	1.6%	100.0%
	sports illustrated 2000-2002	Count	0	4	0	0	3	9	4	17	0	0	0	2	0	39
		% within magazine code	.0%	10.3%	.0%	.0%	7.7%	23.1%	10.3%	43.6%	.0%	.0%	.0%	5.1%	.0%	100.0%
	Total	Count	47	49	13	12	28	99	30	127	8	11	6	49	7	486
		% within magazine code	9.7%	10.1%	2.7%	2.5%	5.8%	20.4%	6.2%	26.1%	1.6%	2.3%	1.2%	10.1%	1.4%	100.0%
			100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table 7.21: Black Caption Category Breakdown- Sports Illustrated 2004-08 V. Her Sports: magazine code * caption category Crosstabulation

			caption category										
			personal	non athlete related	sport/non athletic	athlete identification	athletic descriptor	athletic achieve-ments	female reference	appearance/ sexuality	advertisement	none	Total
Mag-azine code	her sports	Count	2	6	12	3	0	3	1	1	33	1	62
		% within magazine code	3.2%	9.7%	19.4%	4.8%	.0%	4.8%	1.6%	1.6%	53.2%	1.6%	100.0%
	Sports illustrated 2004-2008	Count	10	3	0	7	11	26	1	0	4	1	63
		% within magazine code	15.9%	4.8%	.0%	11.1%	17.5%	41.3%	1.6%	.0%	6.3%	1.6%	100.0%
	Total	Count	12	9	12	10	11	29	2	1	37	2	125
		% within magazine code	9.6%	7.2%	9.6%	8.0%	8.8%	23.2%	1.6%	.8%	29.6%	1.6%	100.0%

Table 7.22: Black Athletic Caption Category V. Feminine Caption Category- Sports Illustrated 2000-02 V. Sports Illustrated for Women:

variable * menwom Crosstabulation

			Menwom		
			Sports Illustrated 2000-02	Sports Illustrated Women	Total
Variable	Athletic caption categories	Count	30	232	262
		% within menwom	88.2%	75.1%	76.4%
	Feminine caption categories	Count	4	77	81
		% within menwom	11.8%	24.9%	23.6%
	Total	Count	34	309	343
		% within menwom	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	2.938[a]	1	.087		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 8.03.

Table 7.23: Black Athletic Caption Category V. Feminine Caption Category- Sports Illustrated 2004-08 V. Her Sports:

variable * menwom Crosstabulation

			Menwom		
			Sports Illustrated 2004-08	Her Sports	Total
variable	Athletic caption category	Count	44	6	50
		% within menwom	80.0%	60.0%	76.9%
	Feminine caption category	Count	11	4	15
		% within menwom	20.0%	40.0%	23.1%
	Total	Count	55	10	65
		% within menwom	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1.907[a]	1	.167		

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 2.31.

Table 7.24: Black Caption Category V. Feminine Photo Image- Sports Illustrated 2000-02 V. Sport Illustrated for Women:

variable * menwom Crosstabulation

			Menwom		
			Sports Illustrated 2000-02	Sports Illustrated Women	Total
variable	Feminine caption and feminine photo image	Count	1	42	43
		% within menwom	11.1%	30.9%	29.7%
	Athletic caption and feminine photo image	Count	8	94	102
		% within menwom	88.9%	69.1%	70.3%
	Total	Count	9	136	145
		% within menwom	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1.582[a]	1	.209		

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 2.67.

Table 7.25: Black Caption Category V. Feminine Photo Image- Sports Illustrated 2004-08 V. Her Sports:

variable * menwom Crosstabulation

			menwom		
			Sports Illustrated 2004-08	Her Sports	Total
Variable	Athletic caption and feminine photo image	Count	19	3	22
		% within menwom	86.4%	42.9%	75.9%
	Feminine caption and feminine photo image	Count	3	4	7
		% within menwom	13.6%	57.1%	24.1%
	Total	Count	22	7	29
		% within menwom	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	5.489[a]	1	.019		

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 1.69.

Table 7.26: Black Caption Category V. Athletic Photo Image – Sports Illustrated 2000-02 V. Sports Illustrated for Women:

variable * menwom Crosstabulation

			menwom		
			Sports Illustrated 2000-02	Sports Illustrated Women	Total
variable	Feminine caption and athletic photo image	Count	3	35	38
		% within menwom	12.0%	20.2%	19.2%
	Athletic caption and athletic photo image	Count	22	138	160
		% within menwom	88.0%	79.8%	80.8%
	Total	Count	25	173	198
		% within menwom	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.954[a]	1	.329		

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 4.80.

Table 7.27: Black Caption V. Athletic Photo Image- Sports Illustrated 2004-08 V. Her Sports:

variable * menwom Crosstabulation

			Menwom		
			Sports Illustrated 2004-08	Her Sports	Total
Variable	Athletic caption and athletic photo image	Count	24	3	27
		% within menwom	75.0%	100.0%	77.1%
	Feminine caption and athletic photo image	Count	8	0	8
		% within menwom	25.0%	.0%	22.9%
	Total	Count	32	3	35
		% within menwom	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.972[a]	1	.324		

a. 2 cells (50.0%) have expected count less than 5. The minimum expected count is .69.

Table 7.28: Black Sport Type- Individual V. Team- Sports Illustrated 2000-02 V. Sports Illustrated for Women:

Sport Type * magazine code Crosstabulation

			Magazine code		
			sports illustrated women	sports illustrated 2000-2002	Total
Sport Type	Individual sport	Count	226	30	256
		% within magazine code	50.6%	76.9%	52.7%
	Team sport	Count	215	9	224
		% within magazine code	48.1%	23.1%	46.1%
	Unknown	Count	6	0	6
		% within magazine code	1.3%	.0%	1.2%
	Total	Count	447	39	486
		% within magazine code	100.0%	100.0%	100.0%

Table 7.29: Black Sport Type – Individual V. Team- Category Breakdown- Sports Illustrated 2004-08 V. Her Sports:

variable * menwom Crosstabulation

			Menwom		
			Sports Illustrated 2004-08	Her Sports	Total
variable	Individual sport	Count	21	57	78
		% within menwom	33.3%	93.4%	62.9%
	Team sport	Count	42	4	46
		% within menwom	66.7%	6.6%	37.1%
	Total	Count	63	61	124
		% within menwom	100.0%	100.0%	100.0%